



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

#### MEMBERS

Alan Burks, Chair

Patty Wirth, Vice Chair

Cynthia Luján

Fern Nueno

Ian Jahns

John Tully

Maggie Stoll

Shannon Heffernan

Steve Gerhardt

#### STAFF

Stephanie Gonzalez,  
Placemaking Manager

Erica Beighley,  
Administrative Assistant

# PLACEMAKING COMMITTEE MINUTES

Thursday, April 15, 2021

10:00 AM

**Voting Present:** Alan Burks, Patty Wirth, Cynthia Lujan, Maggie Stoll, Steve Gerhardt, John Tully, Shannon Heffernan, Fern Nueno.

**Voting Absent:** Ian Jahns

**Staff:** Stephanie Gonzalez, Justine Nevarez, Erica Beighley

1. CALL TO ORDER & INTRODUCTIONS – Alan Burks, Chair  
Meeting called to order at 10:04 AM. [Meeting Presentation.](#)
2. **ACTION: Approve minutes from [March 18, 2020 Public Realm Committee Meeting](#). 1<sup>st</sup>: Gerhardt. 2<sup>nd</sup>: Burks. All in favor, no abstentions. Motion carries.**
3. STAFF REPORT – Stephanie Gonzalez, Placemaking Manager.
  - Burks asked if wayfinding signs are still relevant? Nevarez answered wayfinding signs are relevant because they highlight places, such as the Queen Mary and other attractions, that have staying power.
    - a. Open Streets
      - Gonzalez shared there have been additional sandwich boards placed on Pine reminding people to social distance.
    - b. Pedestrian Wayfinding
      - Gonzalez informed the Committee she had received photographs from Signage of the completed signs that would be put together by Friday, installed Tuesday and Wednesday of next week leading up to the unveiling that will be held on Thursday at 10 AM. Gonzalez shared with Committee all members are invited in person as well as virtually.
    - c. Outdoor Dining Reimbursement Program
      - Gonzalez informed the Committee of a new reimbursement program that started on Monday and will run until the end of June. Reimbursements will be up to \$10,000 per restaurant and help with improvement expenses restaurants incurred to follow restriction guidelines and allow for winterization. Gonzalez added there had been one application so far and currently are verifying receipts.
4. Cynthia Lujan – Presented [Arts Council Art Map](#)
  - Lujan shared the [Public Art Map](#) and series of categorized tours accessible through the Long Beach Arts Council's webpage. Currently, about 180 art pieces are published on the map and more are planned. Lujan added, there are plans to incorporate physical Public Arts and in-person events within the same structure.
  - Lujan informed the Committee the Arts Council is currently working on adding more artwork for Long Beach Parks and Recreation and the Long Beach Transit system. Lujan shared the Arts Council partnered with the Long Beach Airport to create a series of vinyl murals along the gateway going into the airport and with Councilmember Rex Richardson on the Creative Corridor Challenge. They have also worked with local historian Maureen Neely in creating 20 artworks for a piece.
  - Lujan told Committee that the Public Arts Map can be used to see which artists are in Long Beach and artwork they have available. Lujan added Long Beach has been experiencing a lot of tagging lately and the Public Art Map can be a resource in tracking down who to contact for maintenance by districts and artist.
  - Burks observed there is no art in the Wrigley area where he lives and asked how one would go about requesting for art to be installed? Lujan responded that there would be an assessment made of what is needed and wanted from the community. Gerhardt asked if there were plans to put together themed walking tours? Lujan answered the Arts Council is open to partnerships, sharing data, and being part of any community effort related to public art.



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5. Working Group Breakout Session and Report
  - a. WG1: Elm St – Promote + Improve Public Space Usage Throughout Downtown
    - Stoll shared group identified challenges on Elm street and Nueno will be setting up a meeting with the Southern California Edison Building to see what they can contribute. Stoll said Lujan is finding out when Art Walk will be able to resume in-person. Lastly, the group is exploring lighting solutions and art projections or street paintings as possible art installations.
  - b. WG2: Marina Green – Develop Creative Activations of Space/Promote Safely Being Outdoors
    - Heffernan shared group 2 decided to split Marina Green into separate locations, 1<sup>st</sup> being the far side that provides access to the beach and 2<sup>nd</sup> being the lawn near Shoreline Village, to identify the programming needs. Heffernan added they are looking at providing additional seating such as a temporary deck or durable picnic benches that are bright, fun, and colorful to attract visitors to the area and experience the art elements. The group is looking at both passive programming, through interactive art that people can experience when they stroll through the area, and active programming, such as markets or performances. On the Beachside, the group would like to plant a mobility aspect such as bike parking for those accessing the area through the bike path and provide nutrition. Lastly, Heffernan would like to tie the ideas to pressing imagery in terms of durability and color and explore the funding DLBA has to put these ideas in place.
6. Old Business
7. New Business
  - Nueno shared information on the Bloomberg Asphalt Art Grant that connects roadway safety with art to bring the community together and improve safety, especially near schools. Nueno added, Long Beach Public Works and the Arts Council are narrowing down details to apply by the April 30th deadline, they are currently looking at 15th Street between Cedar Avenue and Chestnut Avenue by the Long Beach Nursery and Washington Middle School, which will also serve as a good template for doing street art in the future.
  - Nueno added that May is Bike Month, and the City of Long Beach will be posting numerous self-guided tours, fun videos to watch, a bike mural tour along 4<sup>th</sup> Street, and other virtual events for Bike Month in May. Nueno encouraged the Committee to participate and take part in Bike to School/Work Day.
  - Tully informed and encouraged the Committee to check out the [2021 Long Beach Smart City Initiative](#). This Initiative focuses on about seven different areas and challenges the public to solve problems within their community through creative ideas and innovations.
8. Public Comment (three minutes on all non-agenda items)
9. Adjournment  
Meeting adjourned at 11:01 AM.

### NEXT PLACEMAKING COMMITTEE MEETING:

Thursday, May 20, 2021

10:00 AM

***Mission: Cultivate, preserve and promote a healthy, safe and prosperous Downtown.***

All meetings held by the Downtown Long Beach Alliance shall be conducted in compliance with the Brown Act, California Government Code Section 54950 et seq., and its requirement that public commissions, boards, councils, and public agencies conduct business openly.

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