



**DOWNTOWN
LONG BEACH
ALLIANCE**

MEMBERS

Mike Gold, Chair

Laurie Gray, Vice Chair

Alan Burks

Alan Pullman

Clay Wood

Fern Nueno

Hannah Moon

Max Beach

Solimar Salas

STAFF

Stephanie Gonzalez,
Placemaking Manager

Amanda Barrera,
Admin Assistant

PLACEMAKING COMMITTEE MINUTES

Tuesday, August 15, 2023

8:30 AM

DLBA Conference Room

100 W Broadway, Suite 120

Long Beach, CA 90802

Voting Present: Mike Gold, Alan Burks, Alan Pullman, Fern Nueno, Max Beach.

Voting Absent: Laurie Gray, Clay Wood, Hannah Moon, Solimar Salas.

DLBA Staff: Amanda Barrera, Stephanie Gonzalez, James Ahumada.

1. CALL TO ORDER – Mike Gold, Chair
[Meeting Presentation](#). Call to order at 8:34 AM
2. **ACTION ITEM: Approve minutes from [July 18, 2022](#) Placemaking Committee Meeting.**
MOTION: 1st: Burks; 2nd: Nueno.
VOTE: None opposed. No abstentions. Motion passes.
3. Staff Report – Stephanie Gonzalez, Placemaking Manager
 - a. Scavenger Hunt
 - There were 233 participants this year and 134 participants in 2022.
 - Bonus challenge for this week requires participants to tour the LB Walls installation locations.
 - Gonzalez updated the committee on other upcoming activations occurring in conjunction with LB Walls including the Moonlight Mash Mural Tour (8/17) and the closing party at Mosaic (8/18) – information available in the LB Walls passport.
 - b. Vacant Storefront Vinyl
 - Vinyl is being printed and expected to be installed in the next few weeks, with the possibility of expansion going forward.
4. Review Suggested Locations and Discuss Project Goals
 - Project goals were differentiated from Special Events Committee activations.
 - Gonzalez wants to focus on static elements & target audience: people in the downtown area – Downtown visitors, commuters, residents, employees, etc.
 - Promotion of businesses, art & interactive elements, public space enhancement (street pole banners, tree-planting, etc.), and supporting walkability.



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- Suggested locations for some activations: Harvey Milk Park, vacant gas station (further development unlikely), Federal Bar wall (historic buildings will require approval from CHC), Doly's parking lot wall, Broadway-Promenade to Elm, North side of 6th Street, Pine-LB Blvd, Victory & Santa Cruz Parks, Elm Edison building, Bridge/Willmore/Cesar Chavez Parks.
- The Committee also suggested Tree Lighting in East Village near Elm/3rd.
- The Committee discussed decorative & functional elements to the potential lighting areas – focusing on darker/dim, and high-injury pedestrian & bicycle areas, as well as corridors that are disconnected by parking lots and larger streets like LB Blvd.

5. Old Business
6. New Business
7. Public Comment (three minutes on all non-agenda items)
8. Adjournment

Adjourned at 9:25 AM

NEXT PLACEMAKING COMMITTEE MEETING:

Tuesday, September 19 at 8:30am

IN PERSON

**DLBA Conference Room
100 W Broadway, Suite 120
Long Beach, CA 90802**

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

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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