



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

# PUBLIC SAFETY COMMITTEE MEETING MINUTES

Wednesday, October 27, 2021  
4:30 pm

This meeting is being held via Zoom teleconferencing, pursuant to Assembly Bill 361.

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Meeting ID: 810 8599 0197

Passcode: 634441

**Voting Present:** Pat Welch, Isidro Panuco, Janice Friend, Sheila Gibbons, Terry Krieger, Robb Smith, Molly Ann Woods, Brian McGraw

**Voting Absent:** Joshua Beadel

**DLBA Staff:** Broc Coward, Steve Be Cotte, Kelsey Mader, Jeremy Ancalade, Michael Berman, Justine Nevarez

## MEMBERS

Pat Welch, Chair

Isidro Panuco, Vice Chair

Joshua Beadel

Janice Friend

Sheila Gibbons

Terrence Krieger

Brian McGraw

Robb Smith

Molly Ann Woods

## STAFF

Broc Coward, COO

Steve Be Cotte, Community  
Outreach Manager

Kelsey Mader,  
Executive Assistant

1. Call to Order, Welcome and Introductions – Pat Welch, Chair  
[Meeting presentation](#). Called to order at 4:35 PM.
  - The Committee introduced themselves to one another, sharing their connection to Downtown.
2. **ACTION: Approve minutes from [September 22, 2021 Joint Meeting MOTION](#): 1<sup>st</sup>: Gibbons; 2<sup>nd</sup>: Friend.**  
**VOTE: None opposed. Krieger abstained. Motion passes.**
3. Chairperson Report – Welch
  - a. Discussion of Committee Project Goals and Milestones
    - Welch reviewed potential committee goals for this fiscal year, explaining the different avenues the Committee can explore. He emphasized the importance that the goals selected must relate directly to the Strategic Plan which helps govern DLBA as an organization.
    - Scooter Advocacy: Welch and Krieger elaborated on the significance of proper usage of scooters and the safety around them. Krieger discussed improving geofencing to help prevent utilizing/parking scooters in unapproved areas. The goal is to encourage the City to enforce stricter geofencing criteria. Friend reminded the Committee that last year, Heather Van Wijk spoke to the group about the obstacles that scooters impose on ADA compliance. Coward mentioned to the group that there may be limits in the urban core due to infrastructure such as tall buildings and other interference with reception.
    - Fresh Start 2021: This program is a donation campaign for hygiene products. If selected, DLBA will partner with other non-profits that work more directly in homeless outreach. Woods helped explain the positive impact a program like this has on those experiencing homelessness. Smith offered his leadership with this assignment to help gain traction, should this goal be selected.
    - Downtown Safety Audit: Here the committee would be asked to pick a safety element and get out in the Downtown to observe areas that could use improvement. Coward added that there is a Public Safety Survey sent



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to the public to gauge perception of how safe Downtown is. Lighting is a recurring concern that comes up in this survey.

- **Mystery Shopper Program:** Before COVID, DLBA paid mystery shoppers to provide additional feedback on Clean and Safe Team customer service and performance. To help save on cost, this task was reassigned to the Public Safety Committee. Coward added that other community leaders can participate in this program (i.e.: neighborhood associations).
  - **Safety Escort Program:** Ambassadors will walk someone from location to location within the PBID if feeling unsafe. Many don't know this exists, let alone how to request an escort. Suggestions include placing marketing materials in bars and restaurants to spread awareness of the program.
  - The Committee voted on goals via Zoom's polling feature.
- b. **Recommended Action:** Approve Public Safety Committee project goals and milestones for FY2021-22 as follows:
- Scooter Advocacy to be led by Terry Krieger
  - Fresh Start 2021 to be led by Sheila Gibbons
  - Safety Escort Program to be led by Brian McGraw

**MOTION: 1<sup>st</sup>: Krieger; 2<sup>nd</sup>: Smith.**

**VOTE: None opposed. No abstentions. Motion passes.**

4. Staff Report – Broc Coward & Steve Be Cotte
- a. Review of DLBA Quality of Life Resource Guide
- Coward shared that small business owners are concerned for themselves and their staff at times due to not knowing how to address quality of life issues. DLBA hopes to find a solution other than instructing someone to simply call the police. Coward shared a draft resource guide for businesses and property owners.
- b. Update on the Clean and Safe Team
5. Public Comment (Three minutes on all non-agenda items)
6. Old Business
7. New Business
8. Adjournment  
Adjourned at 5:40 PM.

### **Next Public Safety Committee Meeting**

**Wednesday, November 24, 2021**

**4:30 PM**

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

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