



DOWNTOWN  
LONG BEACH  
ALLIANCE

**MEMBERS**

Pat Welch, Chair

Isidro Panuco, Vice Chair

Joshua Beadel

Janice Friend

Sheila Gibbons

Terrence Krieger

Brian McGraw

Rob Smith

Molly Ann Woods

**STAFF**

Broc Coward, COO

Steve Be Cotte, Community Outreach Manager

Kelsey Mader,  
Executive Assistant

100 West Broadway, Ste 120  
Long Beach, CA 90802

T: 562.436.4259

F: 562.437.7850

# PUBLIC SAFETY COMMITTEE MEETING MINUTES

Monday, November 22, 2021  
3:00 pm

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

[Join Zoom Meeting](#)

Meeting ID: 849 8270 5924

Passcode: 245527

**Voting Present:** Pat Welch, Isidro Panuco, Janice Friend, Sheila Gibbons, Rob Smith, Molly Ann Woods

**Voting Absent:** Joshua Beadel, Terry Krieger, Brian McGraw

**DLBA Staff:** Broc Coward, Steve Be Cotte, Kelsey Mader, Jeremy Ancalade

1. Call to Order, Welcome and Introductions – Pat Welch, Chair  
[Meeting presentation](#). Called to order at 3:07 PM.
2. **ACTION:** Approve minutes from [October 27, 2021 Joint Meeting](#)  
**MOTION:** 1<sup>st</sup>: Gibbons; 2<sup>nd</sup>: Panuco.  
**VOTE:** None opposed. No abstentions. Motion passes.
3. Chairperson Report – Welch
  - a. Discussion of Committee Project Goals and Milestones
    - i. Fresh Start Donation Campaign (Gibbons)
      - Gibbons proposed the following timeline: January: Neighborhood associations will be identified, and dates set up to ask for volunteers.
      - February: Contact the people that are on the list made in January. All businesses will be asked if they will allow the box to be put in their lobby.
      - March- April: Collection time where weekly pick up is scheduled.
      - May: Collect boxes.
    - Woods suggested working with hotels on this project. Gibbons agreed, adding hotels may be able to donate supplies that would normally be thrown out.
    - Coward added that donations can be done directly through the DLBA website.
  - ii. Scooters and Pedestrian Safety (Krieger)
    - Welch and Krieger identified scooters laying on the sidewalk as the main issue, with pictures taken by Krieger as examples.
    - Welch advised more research needs to be done as far as what the rules are and who is violating those rules to find out what the city and the scooter companies have to do to be complaint.
    - Coward and Welch worked on having a timeline for when they will bring this up to the city, July being the latest.
    - Friend asked if there might be an ADA advocate (who is not associated with the City) that can help collaborate with the committee on this issue.



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- Gibbons suggested Jennifer Kumiyma and Welch recommended Councilwoman Zendejas. Welch suggested partners be identified in December/January, then in February/March research be conducted research. By the June Committee meeting to the group should develop a list of observations to present at the July meeting with City Staff.

- Coward shared last year's permit program and data management tool that the City staff shared with the committee.

iii. Safety Escort Promotion (McGraw)

- In McGraw's absence, Welch shared that McGraw is very enthusiastic about this project and that the hotel owners will be very interested and supportive of the safety escort promotion.
- Smith expressed interest in working on this project but is more interested in working with Gibbons on the donations for the Fresh Start Campaign.
- Welch and Coward agreed that this initiative should be promoted during the summer months. Identifying promotional locations/partners should then occur in December/January, and the group should plan to seek permission to promote the program in February/March. Materials should be developed by April, while installation should be completed by the meetings in May/June.
- Be Cotte agreed that May is a good month to complete this by, since Pride takes place then and there are a lot more people visiting Downtown.
- Coward added that seeking permission from the City of Long Beach would include A, B, and C parking structures, the Pike Outlets, and the Aquarium.
- Coward advised they will determine which locations will be the most useful when adding the signage inside of bars, hotels, restaurants, restrooms, and giving information to the concierge inside hotels.
- Gibbons added that the Convention Center should be added to the partner locations.
- Gibbons shared the script/talking points from last year and asked if Mader can share with the committee for feedback.
- Gibbons requested for Woods to get MHALA on the list for contacting. Woods confirmed she reached out to Coward regarding this matter.
- Coward And Woods requested a FAQ sheet be sent with the script for review which Coward confirmed.

4. Staff Report – Broc Coward & Steve Be Cotte

a. Review of Downtown Dining and Entertainment District Meeting

- Coward shared that LBPD talked about bartender over-service and the training that bartenders can receive which is not required but recommended. They also discussed businesses' being mindful of music for outside speakers.
- Coward advised the health department talked about the health order guideline and advised there weren't any discussions around being more restrictive. The health department also discussed the resources and staffing that are becoming more available to assist with those



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experiencing homelessness. More of their staff are visiting the Downtown and homeless outreach have stopped by DLBA while expressing the desire to walk with our own quality of life ambassador on Tuesdays.

- Woods gave praise to the health department as she visited the location and had an efficient, and friendly experience.
  - Coward advised the economic development staff talked about competitive loans and the grants that are available.
- b. Update on Safety Ambassador Recruitment and Coverage
- Be Cotte advised there was a struggle to find candidates for the Safety Ambassador Program last year that were long term. He updated the Committee on an agreement between DLBA and Block by Block which reflects a pay increase with hopes to become competitive with other companies. He explained that the quality-of-life ambassador momentarily took over as a safety ambassador, but they will now take back their original role.
  - Woods added that she might be able to help assist with filling some of these positions.
  - Be Cotte added that they would like to hire some interns for the Clean Team and Special Projects, as it was a great program that was successful in the past.
5. Public Comment (Three minutes on all non-agenda items)
  6. Old Business
  7. New Business
    - Mader informed that new admin assistant Amanda Barrera will be staffing this committee moving forward.
  8. Adjournment  
Adjourned at 4:07 PM.

**Next Public Safety Committee Meeting**  
**December**  
**Thursday, 16, 2021**

**10:30 AM**

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

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