



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

#### MEMBERS

Denise Carter, Chair

Pat Welch, Vice Chair

Brian McGraw

Denise Maldonado

Janice Friend

Jon Timberlake

Nick Padula

Sheila Gibbons

Terrence Krieger

#### STAFF

Broc Coward, COO

Steve Be Cotte, Community  
Outreach Manager

Erica Beighley, Administrative  
Assistant

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# PUBLIC SAFETY COMMITTEE MINUTES

**Wednesday, April 28, 2021  
4:30 pm**

**Voting Present:** Denise Carter, Pat Welch, Nick Padula, Terrence Krieger, Brian McGraw

**Voting Absent:** Sheila Gibbons, Jon Timberlake, Janice Friend, Denise Maldonado

**Staff:** Broc Coward, Steve Be Cotte, Justine Nevarez, Erica Beighley, Michael Berman

**Guests:** Dean Vescera- Long Beach City Prosecutor's office, Officer Ruvalcaba- LBPD South Division

1. Call to Order, Welcome and Self-Introductions – Denise Carter, Chair  
Meeting Called to order at 4:34 PM. [Meeting Presentation](#).
2. **ACTION: Approve minutes from [March 24, 2021 Meeting](#).**  
**MOTION: 1<sup>st</sup>: Welch. 2<sup>nd</sup>: Padula.**  
**VOTE: None opposed. No abstentions. Motion carries.**
3. Public Safety Partners Report
  - a. Department of Health and Human Services
  - b. Long Beach City Prosecutor
    - Vescera announced Priority Access Diversion (PAD), a new program that will review all misdemeanors to determine whether the crime is associated with someone suffering from mental health issues or substance abuse disorders. This program will provide live-in treatment or out-patient services for these individuals.
      - Coward asked what the anticipated program participation is. Vescera shared that this is backed by both courtroom judges and the public defenders, therefore it is assumed participation will be high.
  - c. Long Beach Police Department
    - Sgt Ruvalcaba reported that the police department is still working actively with the City's Clean Team, tackling one area at a time. The Police Department is also working with the homeless shelters to get help for those who want it.
      - Coward added that 8 of 10 individuals on the promenade accepted resources/services offered. In addition, 5 of 10 individuals at Harvey Milk Park accepted the same. One individual was even able to reconnect with family in Louisiana via the Homeward Bound program.
      - Welch and Ruvalcaba discussed how the PAD program will impact homeless population throughout Downtown. In short, the goal is that this program will work well, but trends indicate many people return to the streets after receiving treatment. Hopefully, this program is more successful, therefore resulting in less arrests of these individuals.
4. Staff Report – Steve Be Cotte
  - a. Update on Clean and Safe Team Activities
    - Spring brings more work as it pertains to maintenance of planters and foliage.
    - Allison Kripp gifted waterproof/shockproof cases for the homeless population to store documents, keys, etc.
    - Be Cotte reported a spike in graffiti and gang tags. This is being taken care of mostly by Block by Block.



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- b. Public Safety Online Survey
  - Coward presented slide 7.
  - This survey has already been distributed to DLBA's Board and committee members, but also is being advertised on the website and via social media outlets.
  - Last year's survey was withdrawn because of COVID. This year's survey will be compared to the 2019 results.
  - Coward shared the survey questions [KMI] with the Committee.
  - Krieger added his observation/concern that safety varies depending on where an individual is within the districts. He asked if there is a method used to determine where in Downtown an individual is referring to. Coward clarified that there are cross tabs used to gather this information, though he is uncertain if this practice will clarify Krieger's point. Coward will follow up with Morris Mills, DLBA Research & Public Policy Analyst for more information.
  - Presented dashboard on slide 8.
5. Chairperson Report – Carter
  - a. Review of Committee Goal Strategies and Milestones
    - i. Fresh Start
      - Coward and Carter reviewed potential logos for this campaign. The logos each have slight variances:
        - “Homeless” vs. “Unhoused” neighbors
        - Adjusted spacing/sizing of logos
      - While Carter prefers the larger DLBA logo with the wording “Unhoused Neighbors”, Krieger, Padula, and Welch all expressed hesitation with the referring to the targeted demographic by a different name. The entire committee agreed on the logo sizing/spacing.
      - McGraw provided a fresh perspective as the newest member of the committee, acknowledging the careful touch needed when speaking to the homeless/unhoused population.
      - Bins will be placed in various locations (residential buildings/businesses) which will include the campaign logo as well as information to guide people on how to donate money and products.
      - In addition, registries will be created to donate directly to the three agencies. Coward shared an example used by Liz Simmons, DLBA Special Events Vice Chair, on a previous project.
    - ii. Go Long Beach App
      - Carter, Welch, and Krieger discussed their comfort levels going back out into public space. Each expressed different comfortability, with some still hesitant and others worried about the comfort of the business being approached.
      - The emphasis will be on digital outreach at least for the next couple months. Krieger suggested possibly delaying this conversation until the next month or so when health orders are anticipated to change again.
    - iii. Mystery Shopper Program
      - This program is good for those who are not as comfortable interacting with people in-person by allowing individuals to observe from afar.
6. Public Comment (Three minutes on all non-agenda items)
  - Krieger made mention of the homeless encampment near the 710 freeway and its exponential growth in the past months. Coward shared his conversations with Commander Prieto, assuring Krieger the Long Beach Police department is working with the appropriate agencies to rectify this matter.



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7. Old Business
  8. New Business
    - Coward shared that there will be a clean-up event hosted by Council District 2, Public Works and DLBA in the coming weeks.
  9. Adjournment
- Meeting adjourned at 5:46 PM

**Next Public Safety Committee Meeting**

**Wednesday, May 26, 2021**

**4:30 PM**

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

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