



**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, June 27, 2023

12:00 PM

DLBA Conference Room

100 W Broadway, Suite 120

Long Beach, CA 90802

VOTING PRESENT: Mike Gold, Alan Burks, Max Beach, Hannah Moon, Solimar Salas

VOTING ABSENT: Laurie Gray, Alan Pullman, Fern Nueno, Clay Wood

DLBA STAFF: Stephanie Gonzalez, Amanda Barrera

1. Call To Order – Mike Gold, Chair
[Meeting Presentation](#). Called to order at 12:11 PM.
2. **ACTION:** Approve minutes from [May 16, 2022 Placemaking Committee Meeting](#)
MOTION: 1st: Burks; 2nd: Beach.
VOTE: None opposed. No abstentions. Motion passes.
3. Staff Report – Stephanie Gonzalez, Placemaking Manager
 - a. Pride Banners
 - Pride banners have been installed on Broadway from Alamitos to Pine.
 - b. Scavenger Hunt
 - There are 68 participants so far in the scavenger hunt running from June 21st through August 20th.
4. Group Discussion
 - a. Vacant Storefronts Window Designs
 - Gonzalez shared design options for the window wraps and the committee collectively preferred the design that incorporated DLBA color tint.
 - The design will incorporate a QR code that would link to events or other posts on the DLBA website.
 - b. Placemaking Committee Visioning
Objective: Decide on focus for final months of 22/23 Committee
 - Gonzalez shared Public Space Plans for the group to gather ideas from for the upcoming Placemaking fiscal year.
 - The group will work on narrowing in on some Downtown locations to focus on, creating recommendations on type of activations, and specifying guidelines to outline the goals for the proposed projects.
 - Some ideas included having a recurring activation and an interactive element.
5. Old Business

6. New Business
7. Public Comment (three minutes on all non-agenda items)
8. Adjournment
Adjourned at 1:07 PM.

NEXT PLACEMAKING COMMITTEE MEETING:

Tuesday, July 18 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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