



**Public Safety Task Force**  
Thursday, February 26, 2009–10:00 a.m.  
DLBA Office  
100 West Broadway, Suite 120  
Long Beach, CA 90802

Members Present: Janet Moore (DLBA Board), David Chevalier (Los Angeles Sheriff Department), Broc Coward (2<sup>nd</sup> Council District), Don Darnauer (Downtown Residential Council), Paulita Elliott (Downtown Guides), Jay Johnson (Long Beach Police Department)  
Members Absent: John Morris (DLBA Board)  
Guests: None  
Staff: Mary Coburn, Kraig Kojian, Steve Sheldon

1. Meeting was called to order at 10:05 a.m. by Operations Manager Coburn and was followed by self introductions of those attending.
2. Minutes of the January 29 meeting were reviewed and approved as submitted.
3. A draft of the Public Safety Task Force Scope of Work and Downtown Public Safety Awareness Campaign were distributed for review and comments. The Downtown Public Safety Awareness Campaign is designed to dovetail with the overall proposed Scope of Work.

In reviewing Action Strategy 1, Coburn suggested that the group continue to monitor and advocate for a Downtown Detail. Due to the reduction in oil prices Tidelands' revenue has decreased and the City has made significant budget cuts in an effort to maintain core services. Public safety was the last to be cut and is now down to bare bones. Further cuts will reduce core services. Darnauer suggested that the PSTF and DLBA support Chief Batt's request to support funding for LBPD.

Marketing Manager Sheldon presented the public safety awareness campaign which is comprised of community engagement, public relations outreach, website presence and marketing/advertising as the budget permits. It was suggested that resource information be posted on the website and be formatted to allow it to be downloaded as a V-card. The benefits of promoting [www.crimereports.com](http://www.crimereports.com) were discussed. Johnson stressed the importance of educating individuals relative to the use and interpretation the crime statistics.

It was suggested that item 3e be included in Action Strategy 4 and that Action Strategy 4 be changed to Improve the Public Right-of-Way. Add signage at Long Beach Boulevard and First Street and Pacific Avenue and First Street as an issue that needs to be addressed.

It was recommended that Safety Guide Program be expanded to provide additional eyes and ears on the street should funding become available or on the renewal of the PBID.

Add to Action Strategy 4, the sidewalk on the north side of Ocean Boulevard between Pacific Avenue and Magnolia. The area has little visibility due to the inability of the street lights to penetrate the canopy of the trees along the street. Coburn mentioned that the landscape work with the succulents, edibles and ornamentals on Ocean Boulevard adjacent to library was very attractive. Coward reported that the work was done by Elliott Gonzalez. Coward indicated that there was an article in the LA Times about six to eight months ago about "Guerrilla Gardeners". <http://www.latimes.com/features/home/la-hm-guerrilla29-2008may29,0,2094982.story>

For additional information on local guerilla gardener, Elliot Gonzales, please check out his website. <http://oururbanparadise.blogspot.com/2008/09/original-proposal-to-re-open-rooftop.html>

Broc Coward will schedule a meeting with Art Cox and Mary Coburn to formulate a plan of action to ensure empty tree wells in the District are filled.

It was reported that the City of Long Beach's graffiti paint out service is not providing a high level of service in the Downtown. Service is to be provided six days a week.

4. Old Business - None
5. New Business - None
6. Public Comment - None
7. Meeting was adjourned at 11:15 a.m.

Next Meeting:  
Thursday, March 26, 2009, at 10:00 a.m.  
(The Last Thursday of Each Month)  
At DLBA Office  
100 West Broadway, Suite 120  
Long Beach, CA 90802

To be discussed:  
Scope of Work and Public Relations Campaign