



**Public Safety Task Force**

Thursday March 26 , 2009—10:00 a.m.

DLBA Office

100 West Broadway, Suite 120

Long Beach, CA 90802

Members Present: Janet Moore (DLBA Board), Broc Coward (2<sup>nd</sup> Council District), Don Darnauer (Downtown Residential Council), Paulita Elliott (Downtown Guides), Jay Johnson (Long Beach Police Department), Bill Doll (Special Assistant to the Mayor).

Members Absent: John Morris (DLBA Board)

Guests: None

Staff: Mary Coburn, Steve Sheldon, Vanessa McCollum

I. CALL TO ORDER

Mary Coburn called the meeting to order at 10:06 a.m., and self introductions were made.

II. APPROVAL OF THE MINUTES FROM FEBRUARY 26, 2009, MEETING

Minutes were approved with no corrections.

III. POTENTIAL PROJECTS AND TIMELINES

The Public Safety Task Force reviewed the proposed scope of work timeline and action strategy.

- I. Support the Development of a Downtown Detail- Janet Moore asked if there was a financing issue with moving forward supporting the development of a Downtown Detail, and Coburn said that it would have to be put on the back-burner until further funding could be found.
- II. Refocus Public Relations Efforts
  - A. Establish a community watch program in the Downtown.-
    1. Work with the Downtown Residential Council (DRC) to outreach to homeowner associations.- Moore asked Don Darnauer if he had been working to set up regular monthly meetings for the DRC. Darnauer stated that the DRC meetings are being held on the 3<sup>rd</sup>

Monday of each month at 7pm, locations to be determined with an alternating pattern of social and business meetings.

2. Coburn stated that she would ask Derrick Pickett of Block-by-Block to walk the Task Force through the “Block watch program” for the April meeting.

3. Outreach to Key Stakeholders for their support and participation- Coburn suggested that the Task Force identify one business to participate, either Wal-mart or Platt Security, to establish a community watch program. Darnauer stated that the owner of Bouchees Bistro would like to be more involved with the DLBA as it pertains to Public Safety and Loitering.

4. Host Quarterly watch meetings in conjunction with LBPD and LASD (April, July, October, January)- Cmdr. Jay Johnson said that he has a quarterly meeting already, but it includes the whole south division. A separate meeting may have to be scheduled, but we can try integrating it and seeing how it goes. Broc Coward added that noise issues are a big issue for Downtown residents, but not necessarily for other residents of the South Division and said that it may be more beneficial to have separate meetings, to which Coburn agreed. Coburn is hopeful that at least one person from each HOA will take interest as well as at least a few members of the DRC.

B. Public Relations Outreach

1. Press Releases- Coburn stated that the press releases and articles should include anecdotal information, interviews, highlights of positive achievements and outcomes.

a. Guides and the Clean Team.

b. Coward suggested tying in the recent phenomena of “Guerrilla Gardening” and expanding on that to include the East Village community garden.

C. Public Safety related articles in the DLBA e-newsletter- all agreed a good idea

D. Publish a mid-month public safety e-newsletter- Work with Steve Sheldon

E. Specific Messages- Coburn expressed the need to have specific messages to aim at the public

1. Don’t Give Change, Be a Part of Change- Bill Doll brought up that some cities have collection boxes on street posts to encourage people who want to give, to place the money in the collection box instead of to individual people. Coburn stated that while that might be a good suggestion for the future, there are plans to redevelop the Pine Avenue streetscape, so it would probably be best not to implement such a change until after the redevelopment. She also stated suggested using the Mayor’s fund to implement it. Coward asked if the Guides gave out the blue Pocket Resource guides to panhandlers, and Coburn and Paulita Elliot confirmed that they do. Doll said he didn’t have a huge sense of panhandling and asked Cmdr. Johnson if it was a big problem for the Downtown. Moore stated that it was not a problem where she was. Coward said that yesterday was the first time anyone had asked him for change, and that it may have something to do with the way you are perceived- some people look like targets and some don’t. Elliot stated that sometimes the panhandling is more passive than aggressive. Darnauer said that when the weather is nice, panhandlers migrate to the people. Moore suggested that the DLBA ask the local hotels to put statements on their receipts or signs up to discourage travelers from giving money. Doll stressed the importance of educating the guests, staff and

managers of hotels. Cmdr. Johnson educated the Task Force on the laws regarding panhandling-aggressive is punishable, but passive panhandling and loitering are hard to do anything about because they will go where the money is and if we take away the supply, the demand will leave. Coburn would like to get more information regarding prohibiting panhandling within 100 yards of an ATM. Cmdr. Johnson stressed the importance of encouraging the public to call the police, noting that all 911 calls from cell phones in the city now go to LBPD instead of to CHP.

F. Coburn said that a message encouraging the public to call police if they see a crime occur could be added to the public safety page on the website, to which Sheldon agreed. Doll added that he could facilitate getting quotes from the Mayor or Chief Batts. Moore said that the Task Force needs a game plan for the anti crime and anti panhandling campaigns and that she would research samples from San Francisco for the Task Force to review.

G. Sheldon stated that once we have those in place, he can get a graphic to put on the website and that Long Beach Transit has offered in the past to let DLBA to post PSAs for the price of printing, which would be approximately \$2,500 for all of the passport busses.

### III. Improve Entertainment District Security

A. Review existing entertainment district policies and control mechanism and make recommendations for improvement. Coward informed the group that the latest issue between residents and the entertainment district resulted from the audio installation company testing the sound system at Wokcano. Moore asked for clarification that noise may or may not be an issue, and Coward confirmed that they just applied for their entertainment license and it will take upwards of 90 days to approve it. Darnauer stated that as he understands it, the residents are more concerned with Wokcano being open until four in the morning. Cmdr. Johnson asked if anyone knew if Wokcano had hired a promoter, and Coward said that they have someone doing Public Relations, but not promoting. Moore said that she felt that it was encouraging that Wokcano was sponsoring the Long Beach Bicycle Festival, showing community involvement. Coward informed the Task Force that Kraig Kojian and Ted Slaughter, Wokcano and The Olsen Company had met and discussed noise issues and that the Wokcano in Burbank is in the same kind of mixed-use residential building, designed and built by the same company, and it has no issues with its residents. Darnauer reiterated to the Task Force that some residents are concerned about Executive Fitness consolidating its operations to Belmont Shore, and a new gourmet Mexican restaurant and convenience store filling the vacancy, because of the alcohol permit. Coburn asked if this was the same business that was based upon a business model seen in Irvine, and the Task Force is under the impression that it is. Coward offered to bring copies of entertainment district conditions and "Tier B" types of operations.

B. Reduce visual blight by consolidating existing signage into one well designed sign. Coburn stated that this is necessary for right of way, and Cmdr. Johnson agreed that signage at 1<sup>st</sup> and Pine Avenue is very confusing.

C. Improve communication between club owners with quarterly themed meetings.

D. Coburn stated that the clubs and restaurants should have open lines of communication, such as a phone tree to alert people so that when someone is too intoxicated or gets escorted out of one restaurant, they don't just walk into the one next door and cause more commotion.

IV. OLD BUSINESS

V. NEW BUSINESS

Cmdr. Johnson was asked if he was being transferred and his answer was yes, but he doesn't know where to. Darnauer asked if Sgt. Reno would be able to take his place, and Cmdr. Johnson said it would be someone new.

Coburn asked that everyone prioritize the list of goals prior to the next meeting.

Coburn informed the Task Force that Art Cox, Jerry Rowland and she were going to discuss filling approximately 44 empty tree wells, some of which also have irrigation issues. Coward informed the Task Force that it costs approximately \$250 to get a tree installed. Coburn said that she would be speaking with Kojian in regards to possible Capital Improvement Project funding. Coward brought up the "adopt-a-block" concept where a business or HOA would care for and tend to the trees, and Darnauer brought up "brick credit."

VI. Adjournment

The meeting was adjourned at 11:35 a.m.