



**Downtown Long Beach Associates  
Minutes of the Public Safety Task Force  
Thursday, July 25, 2009—10:00 a.m.  
DLBA Office  
100 West Broadway, Suite 120  
Long Beach, CA 90802**

**PRESENT**

**Members:** Cory Allen, Broc Coward, Syndi Croad, Don Darnauer, Bill Doll, Susana Gonzalez, Janet Moore, Sgt. Ted Reno, Joel Roberts

**Staff:** Mary Coburn, Paulita Elliot, Kraig Kojian, Erin Murphy, Steve Sheldon

**ABSENT**

**Members:** Jenny Bethune, LASD

**I. CALL TO ORDER**

Mary Coburn called the meeting to order at 10:00 a.m., and self-introductions were made.

**II. APPROVAL OF THE MINUTES**

Broc Coward made a motion to approve the minutes from the April 30, 2009, Public Safety Task Force meeting. Don Darnauer seconded the motion. All in favor; none opposed.

**III. OLD BUSINESS**

Steve Sheldon updated the Task Force on the progress of the communications campaign. Sheldon reported that public safety articles had been added to the DLBA's general monthly e-newsletter and that a stand-alone public safety e-newsletter had been created for monthly distribution. There was also some discussion regarding efforts to consolidate and aesthetically improve on-street signage regulating negative behavior (e.g., skateboarding on sidewalks, cruising, curfew hours). The Task Force briefly considered the benefits of altering the "Entertainment District" designation to a more welcoming description that alluded to arts and culture, such as "Hospitality

Zone.” Kraig Kojian reported on municipal requirements for signage, noting that curfew signage is not legally necessary, although ordinances against skateboarding and cruising are necessary. Closed-circuit video signage was recommended, and Kojian stated that the type of signage is per the discretion of the City Traffic Engineer. Kojian reported that he would work with the Long Beach Area Convention and Visitors Bureau to design on-street signage, which the Task Force will subsequently be asked to review.

Kojian then reported on efforts to design safety and wayfinding signs for parking garages, mentioning that the Capital Improvement Projects Task Force had allocated \$20,000 for the project. Sheldon shared a draft design. Joel Roberts observed that the admonition to report suspicious activity may send a negative message, although he expressed support for signage connecting parking guests to resources. There was some discussion regarding the strength of the message and whether to reference “crime” at all or not, or to craft the message to feature “safety” rather than “crime.” DLBA staff noted comments on the initial draft with the intention to return to the Task Force with an updated draft for review.

#### **IV. NEW BUSINESS**

Mary Coburn reported on efforts to convene a Neighborhood Watch consisting of businesses and residents. In response to a question from Janet Moore, Coburn stated that one person per block-face was the participation goal. Coward made reference to existing, separate Neighborhood Watch programs within the Downtown boundaries, and Coburn offered to follow up with outreach to them. Roberts inquired about signage, and Coburn responded that window stickers were available. Kojian added that DLBA will work with the Downtown Residential Council to include residents. The Task Force then discussed potential meeting dates.

#### **V. PUBLIC COMMENTS**

There were no public comments.

The meeting was adjourned at 11:15 a.m.