



**Downtown Long Beach Associates
Minutes of the Public Safety Task Force**

Thursday, July 30, 2009—10:00 a.m.
100 West Broadway, Suite 120
Long Beach, CA 90802

Present

Members: Don Darnauer, Bill Doll, Janet Moore, John Morris, Sgt. Ted Reno, Joel Roberts

Guests: Jimmy Loizides

Staff: Mary Coburn, Paulita Elliot (Downtown Guides), Erin Murphy

Absent

Members: Jenny Bethune, LASD; Syndi Croad

I. CALL TO ORDER

Mary Coburn called the Task Force to order at 10:05 a.m.

II. OLD BUSINESS

Coburn briefed the Task Force on the progress of designing signage for parking garages and on streets. Joel Roberts suggested establishing a timeline for the project, with Task Force review of designs in August, production of signs in September with an October 1 implementation deadline. Janet Moore recommended that DLBA provide designs via e-mail to the Task Force in advance of the meeting to allow for review in advance of discussion.

The Task Force discussed alternatives to “Hospitality Zone.” Jimmy Loizides suggested “Historic District.” Task Force members were encouraged to e-mail other suggestions to Coburn.

III. NEW BUSINESS

LCPD Deployment on Pine Avenue

John Morris addressed the diminishment of LCPD officers working Pine Avenue and the lack of communication about the scheduling change. Sgt. Reno mentioned that the decision to reduce officers was likely related to the budget. Loizides added that the perception of safety is an ongoing concern. Coburn observed that Cohiba, Wasabi, Sevilla, and Waterfront clubs let out at the same time, which can impact the need for LCPD presence. Loizides expressed concern about over-deployment during lunch hours, when the need for LCPD presence seems less than late night/early morning when the clubs let out. Morris mentioned that the City used to convene Pine Avenue Task Force and Entertainment District meetings, which helped keep business owners informed about such issues. Bill Doll stated that the root of the issue seems to be violent behavior, which is systemic and nationwide. Morris added that the City had not approved allowing a community oversight panel to review reported infractions by businesses and recommending whether to renew licenses based on the panel's input. Coburn offered to follow up LCPD deployment.

Neighborhood Watch

Coburn reminded the Task Force of the first Neighborhood Watch meeting on August 12, 2009, at 6:30 p.m. at the LCPD community room (400 West Broadway). Coburn discussed outreach to potential participants, and the Task Force discussed Neighborhood Watch stickers and signage. Morris indicated that Smooth's did not need a sticker, and Moore suggested that businesses not on Pine Avenue may be interested in stickers.

E-Newsletter

Coburn distributed a list of articles included in the June and July editions of the Public Safety e-newsletter and requested ideas for future stories. Doll offered to assist with including an article from the Mayor, and Morris suggested profiling LCPD officers working Downtown, such as Sgt. Reno.

IV. NEW BUSINESS

Coburn asked Erin Murphy to provide an overview of the DLBA webpage and Public Safety pages. Murphy stated that with the launch of the independence Economic Development webpage, the DLBA website would be revamped to maintain its consumer focus and augment its presentation of DLBA information. Murphy then noted that the site would include more public safety webpages. Coburn distributed a list of potential information to include. Roberts recommended that the webpage include a single, centralized resource for homeless services, rather than listing all of the providers in the area. Roberts also spoke about the importance of framing the information in a positive light, such as contextualizing crime data rather than simply linking to a PD report.

Coburn requested that Roberts provide a report on the recent homeless survey in which he, Coburn, and two DLBA Guides participated with other community members

in interviewing homeless individuals Downtown, with the goal of identifying the most at-risk individuals to receive special care and assistance in getting off of the street.

Darnauer asked that future meetings be held at 9:30 a.m., rather than 10:00 a.m., to which the Task Force agreed.

V. PUBLIC COMMENTS

There were no public comments.

The meeting was adjourned at 11:20 a.m.