



**Minutes for the Marketing Task Force**

**Friday, January 15, 2010—9:30 a.m.**

Yardhouse

429 Shoreline Drive, Long Beach, CA 90802

**MEMBERS PRESENT:** Dave Ashman, Kamran Assadi, Victoria Ballesteros, Maureen Baker, Richard Lewis, Hilda Sanchez

**MEMBERS ABSENT:** Jeff Forney, Joen Garnica, Cynthia Ojeda, John Morris

**STAFF:** Steve Sheldon, Esther McCurry, Vanessa McCollum

**GUESTS:** Jed Ojeda

**1. CALL TO ORDER AND INTRODUCTIONS**

Steve Sheldon called the meeting to order at 9:40am.

**2. APPROVAL OF THE MINUTES FROM NOVEMBER 20, 2009, MEETING**

There was no quorum, so minutes were not approved.

**3. UPDATE FY 2009-10 BUDGET**

Sheldon informed the task force that the New Year's Eve events came in approximately \$3,000 under budget. Also, the Taste of Downtown line item was reported as \$12,000, not the listed \$14,440. The total sponsorship needed to produce DLBA FY2009-10 events is \$205,000, and Sheldon will be sending out sponsorship packages to potential sponsors this week. He would like to follow up with the task force at the February 18, 2010, meeting regarding fundraising options. Kamran Assadi asked for clarification on whether the sponsorship needs included in-kind sponsorships or only cash. Sheldon stated that sponsorship funds would be in support of direct cost and therefore cash, rather than in-kind, was preferred. Lewis asked if Anza would be a sponsor, and Esther McCurry stated that they have been contacted, but have not yet made an offer. Lewis asked the task force members to keep in mind the need for sponsorship and be ready to make suggestions of potential sponsors at the February meeting. Sheldon stated that due to the lack of cash sponsorship to fund third-party producers creating non-DLBA events, the DLBA will be putting together an in-kind sponsorship package. Assadi asked if there would be any DLBA event tie-ins for the GLOBAL Arts month in October. Sheldon stated that the Latin American Parade and Festival will kick-off GLOBAL, and Downtown Halloween events will end the month. In addition, Sheldon reported that the Pink Party and Halloween events may be moving to the Promenade to save on street closure and city fees.

**4. DOWNTOWN GIFT CARD PROGRAM**

Sheldon estimated that \$4,500 worth of Downtown Gift Cards have been sold to date. The holiday-themed cards are being phased out to make room for the more generic year-round cards, which are expected to be delivered soon. When the gift cards are delivered, a renewed marketing campaign will commence and sales at the Transit and Information Center will begin. Lewis asked Maureen Baker if Shoreline Village tenants were participating in the gift card program, and McCurry stated that some of the retailers were participating.

## 5. ANNUAL EVENT CALENDAR

Sheldon briefly reviewed the annual calendar. Lewis asked that the website on the calendar be enlarged, and also asked the task force to look over the calendar and decide if there were any events in particular each member would want to champion.

## 6. SPECIAL EVENTS AND PROMOTIONS UPDATES

**New Year's Eve 2010-** Baker stated that Shoreline Village was very crowded for the event. Dave Ashman stated that all of the partners worked very well together for the event and the event was a record sales week for many of the restaurants. It was reported that Tokyo Wako did not see record sales; however, the task force agreed that it may have been due to the sit-down nature of the restaurant. Long Beach Transit's free public transit was instrumental in transport, and heavy pedestrian traffic interfered with cars, but was an overall success. The energy stations with snacks and drinks worked well, and still drove visitors to existing businesses. The Queen Mary fireworks show lasted eight minutes longer than scheduled. There were very few arrests in the city. Ashman will be showing a video at the February City Council meeting. Some of the statistics from the event are as follows:

- 26 million people viewed on television
- 1.2 billion impressions
- Police estimated a total of 40,000-50,000 people came to the event
- \$100,000 event

Assadi stated that the East Village music should have started a little earlier; however, several bicyclists came into the area, and it was fantastic overall. Lewis asked if Clay had a good turn out, and McCurry stated that they were very busy. Lewis stated that this event was a great way to show that we have the infrastructure in place to accommodate large numbers of people. Jed Ojeda suggested that party favors be distributed next New Year's Eve. Ashman praised the Red Bull and DLBA clean-up crews. Ojeda asked if there had been any feedback from ESPN, to which Ashman replied that they want to come back for Flugtag August 6-7, 2010, and that Red Bull is looking for 200 contest entries.

**Valentine Wine and Dine-** invitations to participate will be mailed to the restaurants, any special offers will be promoted on the DLBA website, and a press release will go out.

**Taste of Downtown-** Sheldon and McCurry are looking into the possibility of following John Sangmeister's suggestion to hold the waterfront version at the band shell and have it be a private, ticketed event to help the restaurants participate by lowering the costs associated with the health department regulations.

## 7. GENERAL UPDATES

**Segway-** Sheldon stated that the current contract for the Segway billboards has expired and that the DLBA will be creating new billboards and offering ad space to Downtown Retailers at \$595 per month for a one-year contract.

**Website traffic-** Sheldon stated that DLBA website traffic was up by approximately 250% in December and attributed that mostly to the New Year's Eve event information on the site.

## 8. THIRD PARTY PROPOSALS

Jeff Williams presented information to the task force regarding the Long Beach Mardi Gras, and asked the task force to approve his request for \$2000 in sponsorship. The event will activate the whole

harbor and will offer free events from Noon-6:00pm and then transition to a paid, ticketed event at the band shell. Tickets will be sold for \$25 or less, and should make up the other \$12,000 needed to fund the event. Ojeda offered to contact a friend regarding headlining for the music portion of the event. Assadi asked if DLBA staff supported the request, and Sheldon and McCurry indicated their support. Lewis suggested that the task force also approve some sort of in-kind sponsorship for the event as well.

**Victoria Ballesteros made a motion to sponsor Mardi Gras in the amount of \$2,000, and Hilda Sanchez seconded the motion. All in favor; none opposed.**

**9. OLD BUSINESS**

There was no old business.

**10. NEW BUSINESS**

There was no new business.

**11. PUBLIC COMMENT**

Ojeda mentioned that Michelle from Moxie Rollerskates on 4<sup>th</sup> Street in Long Beach would like to have a temporary roller-skating rink where the temporary ice rink is now at the Pike, and also added that if that area was not ideal, it may be possible to look into having it at the previous "Acres of Books" site.

**12. ADJOURNMENT**

Lewis adjourned the meeting at 10:50am.