

Downtown Long Beach Associates

Minutes for the Marketing Task Force

Friday, January 9, 2009—9:30 a.m.

DLBA Office

MEMBERS PRESENT: John Morris, Richard Lewis, Maureen Baker, Hilda Sanchez

MEMBERS ABSENT: Kamran Assadi, Victoria Ballesteros, Jeff Forney, John Sangmeister

STAFF: Kraig Kojian, Steve Sheldon, Vanessa McCollum

MEMBERS OF THE PUBLIC: Evan Kelly

1. Call to Order

Richard Lewis called the meeting to order at 9:40 a.m.

2. Approval of Minutes from December 19, 2008

The minutes were approved with no corrections.

3. Area Announcements

Shoreline Village: Maureen Baker said there was nothing going on at Shoreline pre-Grand Prix. Lewis made mention of how much of an impact Grand Prix has on Shoreline, suggests direct marketing via fliers during GP to give discounts to returning visitors.

Pine: John Morris met with Tony Cruz this week to follow up. Morris also is working on a possible Valentine's day event on Pine. New Year's Eve was a huge success, VIP tickets included a cocktail and an appetizer and the feedback continues to be very positive.

North Pine: Hilda Sanchez states that there is nothing new going on North Pine

East Village: Lewis reiterated that the Farmer's Market in the EV may have started up at a difficult time of year. He will be meeting with Raw Inspiration next week to feel out their level of commitment. John Morris asked if this farmer's market is the same as the others that are held throughout the downtown and Lewis informed him that the raw goods are organic and sustainable.

4. Budget Presentation

Steve Sheldon reviewed the event sponsorship matrix with the task force, stating that most of the costs and possible sponsorships listed are estimates. Morris stated that the Tony Cruz event estimates looked pretty accurate and went on to say that out of Pat West's \$10 million dollar fund to make Long Beach more bike friendly, we may be able to get them to sponsor a good part of the weekend's events. Kraig Kojian asked Morris what kind of restrictions applied to the

funds and Morris stated that there are quite a few restrictions. Sheldon stated that it may be a good idea to ask RDA, the Port and LB Transit to sponsor a yearly amount to cover all of the events instead of soliciting them per event. KOST FM and Clear Channel are interested in sponsoring our ice rink scheduled winter 2009. Lewis reiterated that the ice rink will come out of the budget for FY '09-'10. Morris expressed apprehension about the proposed placement of the ice rink (First Street and the Promenade), stating that the area now is occupied by the Bikestation and next to the transit waiting area, which tends to attract transients. Kojian made reference to the other possible sites, and stated that this is the most logical. Lewis and Kojian stated that the Bikestation would be relocated and the LB Transit and Visitor Information Center would be open before the ice rink was constructed. The movement of those two places and the nature of the ice rink should be enough to detract people from loitering there. Baker made reference to Rockefeller center, and expressed her approval. Lewis would like to offer some sort of discounts in the downtown to patrons of the rink.

5. Storefront Activation

Sheldon distributed a spreadsheet of Phantom Gallery's Art Installations. There are currently seven installations. Sheldon's opinion is that the installations are clear, professional and look great. Dr. Zak, and Bantry Holdings are in contact with Liza. After reviewing the spreadsheet, Morris stated that some of the current art installations would be ending in February, which would be before the possible reception, Sheldon stated that they would more than likely be renewed or new installations would be made. Victoria Ballesteros could not attend the meeting today, however, she did follow up on the question posed at the last meeting regarding damaged graffiti film and sent information to Sheldon via e-mail that stated she had been in contact with code enforcement and had been informed that damaged graffiti film is against code.

6. Tony Cruz Bicycle Expo Event

Lewis asked if we would need to scale back the Tony Cruz event and made mention of the Tecate Thunder Thursday, in relation to the budget. Baker asked if any business tie-ins were proposed yet. Morris briefly went over the proposed race course, and said that the finish line would be at Pine and Broadway. Morris said that he'd like to see gift certificates to local businesses given as gifts to people who participated in the race, Baker agreed. Baker also asked what Morris thought the projected attendance would be and Morris stated that similar races have pulled in 10 thousand people. Lewis informed the task force that Tony Cruz is very well known in the bicycling circle and that he has also been hired by Pat West to promote bicycling in Long Beach.

7. Review of 3rd Party Proposals

Britto: Sheldon stated that he had received some new information from Jennifer at the Pike regarding the Britto tour, and referred to an informational sheet with a revised event schedule and sponsorship options. The Pike is not willing to let us use their space for free in regards to

the clean air car show at the \$10 thousand dollar level. Baker stated that the Clean Air Car Show would be welcome at Shoreline at no cost. Sheldon said they would be getting together with the car show team and would be looking at a few options, including Shoreline. Kraig asked if the task force had allocated any funds yet for the Britto tour and Lewis said they had not, and requested a motion. Morris made the motion to approve \$5 thousand dollars be given to the Pike for the Britto tour, Sanchez seconded the motion, none opposed.

8. Old Business

There was no old business.

9. New Business

Website: Sheldon gave the task force a brief overview of the new website to be “soft launched” February ’09. Kojian asked that the task force look over the proposed website and forward any suggestions to Sheldon for possible implementation. Lewis asked about walking maps, and highlighting new businesses and Sheldon said that walking maps were in the works and we could definitely highlight new businesses. Lewis also asked about advertising discounts and promotions.

Co-Operative Advertising: Lewis and Sheldon have been working with the Grunion to get a co-op done for the entire downtown area. Sheldon would like to complete a test trial of the co-op, District vs. Grunion. Sheldon stated that it would be cyclical, and Lewis stated that he might like to see a map of the entire downtown and have it be more like a “tear sheet” that someone could put up on the fridge and be constantly informed of the current downtown events. Evan Kelly likened what he envisioned to a Disneyland map.

Executive Committee: Lewis informed the task force that the Executive Committee voted to allocate an additional \$75 thousand to the Marketing and Events task force, based on Sheldon’s proposed and estimated budget. Baker asked if this money would act as a cushion and Kojian stated that it is needed money. Sheldon said that he will start building in contingency funds for small events also instead of only adding in contingency funds for the large events. Lewis said that he would like to build up events by making commitments to produce them annually.

10. Public Comment

There was no public comment.

11. Adjournment

The meeting was adjourned at 10:19 a.m.