

LONG BEACH
Waterfront

DOWNTOWN

Long Beach

ASSOCIATES

PINE SQUARE
PROMENADE *North Pine*

Marketing and Special Events Task Force

Friday, February 6, 2009

9:30 A.M.

DLBA Office

1. Call to Order - Richard Lewis, Co-Chair
2. Approval of the Minutes from January 9, 2008 meeting
3. Area Announcements (5 minutes)
4. Budget Presentation (5 minutes)
 - A. Recently approved \$76,000 to be added to existing programs
 - B. Review of current budget
5. Storefront Activation Program (10 minutes)
 - A. Update on New Installations
 - B. Update on Available Spaces
6. Tony Cruz Bicycle Expo Event (5 minutes)
7. Co-Op Advertising Update (5 minutes)
8. East Village Farmers Market Discussion (10 minutes)
9. Third Party Proposal Review (5 minutes)
Action Item: Approve, amend or deny Mardi Gras sponsorship request as presented
10. Old Business
11. New Business
12. Public Comment
13. Adjournment

Next Meeting: March 6, 2009
9:30 AM, DLBA Office