



Downtown Long Beach Associates

Minutes for the Marketing Task Force
Friday, February 6, 2009—9:30 a.m.
DLBA Office

MEMBERS PRESENT: Kamran Assadi, Maureen Baker, Jeff Forney, Richard Lewis, Hilda Sanchez, John Sangmeister

MEMBERS ABSENT: John Morris, Victoria Ballesteros

STAFF: Kraig Kojian, Steve Sheldon, Esther McCurry, Vanessa McCollum

1. Call to Order

Richard Lewis called the meeting to order at 9:32 a.m.

2. Approval of Minutes from January 9, 2008

The minutes were approved with no corrections.

3. Area Announcements

Executive Committee: Richard Lewis updated the task force on the positive feedback received from Craig Beck and the other EC members. Beck credits task force for helping to bring in local artists.

Waterfront: John Sangmeister would like to meet with Jim Michalean from Grand Prix regarding impact of event on Shoreline Village and Waterfront area, would like Maureen to be included in that discussion. Kraig Kojian asked for clarification on the topic of the meeting and Sangmeister stated that he'd like the 4 days of Grand Prix to be bigger and the 6 months of construction to be smaller.

East Village: Kamran Assadi updated the task force on the RDA passing the proposal for the art exchange, that the front of the Acres of Books building will be integrated into the project. Lewis showed support for the live/work space project from Broadway to 3rd Street and the preservation of part of the Acres of Books building. Lewis noted that CSULB is excited about the project. Assadi noted that Martian Church is moving out, Lafayette may be leasing the old Koo's space to a theater company and Michelle from LOLA may be looking to sell her business. Smithsonian week is coming, Assadi would like to see some involvement from DLBA; in the past years it has been difficult for DLBA to help support the event because of short notice. Lewis said

there have been issues with the storm drains at Ocean and on Broadway and updated the task force on the new lighting going up on Elm and Linden.

North Pine: Hilda Sanchez stated that there has been a little buzz about the Phantom Gallery exhibits, but nothing new other than that.

Staff: Kojian noted that the marketing task force had only been in place for the past 5 months and wanted to commend the members and staff for the huge impact and positive feedback coming from the balanced approach the task force has taken.

4. Budget Presentation

Steve Sheldon referred to the budget hand out and noted that there has been \$76K added to the overall budget for Marketing and Events, approved by the Executive Committee to be used for existing programs and services. Sheldon and Esther McCurry would like to use it as a cushion. They noted that the Bike festival is currently \$30K short. Lewis asked if we had the final figures yet for the events and Sheldon said that we should have them next week. McCurry added that the city is trying for a quick turn around on permits and fees. Kojian said that it's only a two day event and DLBA wants to keep the permitting and fees to a minimum, the route has been reviewed and the metro will be running. Sangmeister mentioned that the same people who complain about being inconvenienced by the Long Beach Marathon will complain about the bike race. Lewis mentioned that with the economy the way it is, it may be hard to find the sponsorship we may have otherwise been able to receive, and stressed the importance of keeping the newly acquired \$76K in reserve. Sheldon reminded the task force that April 30 2009 is the deadline for them to present the Marketing Budget for '09-'10 to Kojian for the Executive Committee's approval, and suggested that a budget workshop be held at the next task force meeting. McCurry reminded the task force of how important it is to have support for fundraising from the task force. Sheldon and Kojian informed the task force of their idea to "package" sponsorship deals, thus making one request for funds to each potential sponsor instead of individual requests by event. Baker stated that at the budget meeting she'd like to discuss the idea of having a Renaissance Fair at the waterfront and Sheldon stated that the budget meeting would be the perfect time to discuss that. Lewis added that the task force should be ready also to discuss any events that will become "signature" or yearly events as well as any new events people would like to see implemented.

5. Storefront Activation

Sheldon informed the task force that there are currently 17 Phantom Gallery sites. Lewis asked if LBPost.com had done any articles and Sheldon stated that they among others have, including the Press Telegram and Grunion Gazette. Assadi stated that we need to take advantage of the TED conference and do some sort of art/tech piece at the Pike. Assadi has selected over 20 photographs, 12 of which he'd like printed for an exhibit on Pine, preferably the old Bath and Body Works site, the cost would be between \$3,000-3,200 and can be produced in two weeks. Some of the pieces are by very famous artists and electricity would be needed to show the pieces at night, no entry would be necessary, unless for a reception- but it is designed for

pedestrian viewing and is portable. Lewis requested that Assadi make a formal proposal in writing and Assadi said that he could. Sheldon informed the task force that the Bath and Body Works building was previously owned by the Sky Company but is currently in foreclosure. Kojian said that if a written proposal was provided, DLBA could make contact with the bank and try to move forward with the exhibit.

6. Long Beach Bicycle Festival Event

Sheldon stated that the Bike Festival is moving forward, Lewis asked if anyone had contacts at the Police and or Fire Departments to help with the bicycle safety event, Kojian named Karen Owens. McCurry asked if there was any reason for concern of the Grand Prix barricades blocking off Shoreline Village and Baker stated that Shoreline definitely wanted to be included. Sangmeister made a comparison to Party with a Purpose on Pine (part of the AMGEN Tour of California), wanting to know if anyone could predict how many people would be attending the Bike Festival and noted that he wanted to keep expectations realistic as Party with a Purpose went with a was a bigger race, and it cost \$90K. McCurry made mention of Party with a Purpose being a ticketed and closed event and the Bike Festival being a free, non gated event. Lewis pointed out that this event was partially to celebrate the city's upcoming bike improvements. Assadi pointed out that Sangmeister's concern was legitimate. Lewis put the event cost into perspective by pointing out that DLBA contribution would be \$20K, not \$90K. Sheldon brought up the Tecate Thunder Thursday event, which the DLBA put forth \$25K for a one day event. Lewis would like to see the Bike Festival become an annual event. Sangmeister would like to see that the other \$90K is secured by the promoters to make sure that we're buying into a whole event. McCurry stated that to her knowledge at least some of the remaining \$70K is secured.

7. Co-Op advertising update

24 spaces available, \$650 cash \$100 gift certificate secure eighteen insertions into the Gazette newspapers. Sheldon said that Festival of Lights contest entries brought in 1K contact names for the database, and he hopes that the \$100 gift certificate will entice more people to sign up for our mailing list. Sheldon went over plans to market Wednesday nights as "Date-night" downtown and Thursday nights as "Happy Hour." Date night would ask that restaurants provide a prix-fix menu. \$20K for collateral would be needed and it would come out of the co-op budget. Lewis stated that the previous co-op with the District didn't produce as much traffic as they would like to have seen.

8. East Village Farmer's Market Discussion

Sheldon had a meeting with Melissa from Raw Inspirations a few weeks ago. They would like to re-launch in March. Farmers' Market will have live music, and be advertised through direct mail. Melissa said that she will do her best to get her vendors to commit to four weeks. Lewis reiterated that it was not a good idea to launch the farmer's market right before Thanksgiving. Baker acknowledged that it takes a long time for things of that nature to get established.

Sangmeister asked if there was a way to get some help from local developers, as a farmer's market can be seen as an amenity. Lewis suggested some sort of discounts. Assadi suggested combining the 2nd Saturday Artwalk. Assadi said that the Artwalk attendees are a detriment to his business and would like to see efforts put toward improving the 2nd Saturday event. McCurry said that there is a total of \$44K in the budget for East Village, and the re-launch would be approximately \$12K. Lewis asked if we would be meeting with Raw Inspiration and the City again before we allocate this money, Kojian added that he'd like to get a solid commitment from Raw Inspirations first. Lewis asked if the task force would agree to leave the funding allocation to the discretion of Lewis, Morris and DLBA staff, Sangmeister made motion and none opposed.

9. Third Party Proposal Review

Long Beach Mardi Gras: Sangmeister said that he is encouraging modest steps for the Long Beach Mardi Gras, and informed the task force that it will be a free event, with VIP ticket sales. He'd like to see it turn into more of a "Taste of..." event. Sheldon stated that this has evolved from a backyard event. They are asking for \$1K. McCurry stated that there is still \$5K left in the Waterfront budget. Lewis asked for a motion for \$1K to be allocated from waterfront funds. Baker made the motion, Sanchez seconded the motion. Kojian asked for clarification of the Mardi Gras budget- \$4,500 in VIP ticket sales is listed, and \$1K coming from DLBA, where is the rest of the \$9,900 total coming from? Sangmeister said that they are looking for more sponsorship. Kojian asked if there was a media sponsor too and McCurry stated that the District and the Gazette would be doing some advertising. Baker made motion to amend the first action to \$2K instead of \$1K and Sanchez seconded the motion.

10. Old Business

There was no old business

11. New Business

McCurry asked Assadi to get notify her of the proposed date for Soundwalk, Assadi said he would get it to her. Lewis said he would get Soundwalk and Tour d' Artists in writing for proposal. Baker informed task force of ribbon cutting for new sign at Shoreline Village next Wednesday night at 5:00pm, Lewis asked McCurry to send out an e-mail promoting the ribbon cutting to which she agreed. Sheldon stated that the new website was scheduled to launch February 17, 2009. Kojian announced Jeff Forney's promotion to Vice President of Marketing at the CVB.

12. Public Comment

13. Adjournment

The meeting was adjourned at 10:25 a.m.