



Marketing and Special Events Task Force

Friday, February 19

9:30 A.M.

Gladstone's

330 South Pine Avenue

1. Call to Order - Richard Lewis, Chair
2. Approval of the Minutes from November 20, 2009 and January 15, 2010 Meetings
3. Update FY 2009-10 Budget (5 minutes) - Steve Sheldon
4. Task Force Subcommittees & Member Goals (20 minutes) - Richard Lewis
 - A. New Business Outreach
 - B. Long Beach Bike Festival
 - C. Summer And Music
 - D. Latin American Parade & Festival
 - E. New Year's Eve
 - F. Sponsorship
5. Special Events & Promotions Updates (15 minutes) - Steve Sheldon
 - A. Valentine Wine & Dine
 - B. Segway Advertising Opportunities
 - C. Taste of Downtown
 - D. Event Sponsorship Opportunities
 - E. In-Kind Sponsorship Request Form
6. Old Business
7. New Business
8. Public Comment
9. Adjournment

All meetings held by the Marketing and Special Events Task Force shall be conducted in compliance with the Brown Act, California Government Code Section 54950 et seq., and its requirement that public commissions, boards, councils and other public agencies conduct business openly.

Next Meeting: Friday, March 19, 2010, 9:30AM, Location TBD