



Minutes for the Marketing Task Force
Friday, June 19, 2009—9:30 a.m.
DLBA Conference Room

MEMBERS PRESENT: Kamran Assadi, Maureen Baker, Victoria Ballesteros, Richard Lewis, Jeff Forney, John Morris, Hilda Sanchez

MEMBERS ABSENT: Dave Ashman, Nicky Claire, John Sangmeister

STAFF: Steve Sheldon, Esther McCurry, Kraig Kojian

PUBLIC: Evan Kelly (EPK Vision), Jennifer Gartland (The Pike), Markus Manley (RU LB), Rachel Potucek, Erin Regan (RU LB), Ryan Smolar

1. Call to Order

Steve Sheldon called the meeting to order. He explained the lack of quorum until the Board meeting is over and therefore began the meeting with Agenda Item #5.

2. FY 2008-2009 Budget Update (5)

Sheldon provided an update on the budget, particularly highlighting the redistribution of funds to SAM. Maureen Baker expressed her displeasure with the process of allocating \$15k from the Waterfront money to the Battle of the Tribute Bands event. Esther McCurry clarified that the money is staying in the same area, as the Battle of the Tribute Bands is at the Waterfront. She also reiterated that the Pirate Festival had never been approved and did not qualify for approval in its current application since it did not follow Task Force standards. Baker responded that she would like to see more transparency; her main concern is the lack of waterfront representation on a decision regarding waterfront funds. McCurry said they would work on that, though the meetings are at a set time and the agendas are distributed in advance, so all members know what is going to be discussed. Baker suggested that the DLBA increase efforts to get feedback of the members who are unable to attend meetings.

3. Special Events Update (6)

Sheldon presented an update on the development of event subcommittees as well as the KABC Clean Air Car Showcase on 6/6. Erin Regan, Markus Manley, and Evan Kelly presented a recap of the Tour des Artistes event on 6/13. Members from M4 Creative Design said that it was the best turnout they had seen; McCurry added that she saw several of the orange wrist bands from TDA later at the Car Show on Pine Avenue, showing good cross over between areas. Kamran Assadi expressed concern that because he had declined financial sponsorship of the event, that his business was left off the map and collateral materials. He thought it was a good event, but added a note of caution for next year's planning. Erin Regan thanked him for his input and apologized for any oversight. Sheldon then continued the Special Events Update with

information on SAM, the Latin American Festival and its potential partners and the East Village Farmers Market. Sheldon updated the Task Force that Raw Inspirations committed to finishing the year. Assadi said he noticed last week that the 'no parking' signs didn't get posted in time for Saturday. He asked if the Guides could do a walk through to make sure the signs are up. Sheldon then finished the Special Events Update with information on the upcoming Powerfest Thursday on Pine event on 7/9 and a recap of the Car Show on Pine on 6/13.

4. Promotions (7)

Sheldon updated the Task Force on the Date Night/Happy Hour Campaign, with 15 participants to date. He detailed the extensive marking campaign. Baker asked if there were any Shoreline Village participants; McCurry answered that Parkers' Lighthouse, Springbok and Stefano's are involved. Jennifer Gartland asked that DLBA staff send her the form directly and she would distribute it to Pike restaurants/bars. Sheldon then gave an update on the Taste of Downtown, namely that we would hold one in each area (East Village, Pine, Waterfront) and spread them out over the course of the year, beginning in September.

5. Staff Updates (8)

Sheldon then gave an update on the storefront activation plan, explaining the delay due to some property-owner issues that are still pending. He noted that DLBA staff measured the CityPlace windows and is estimating a total cost of \$20,000 to cover all windows at that location. Assadi said he mentioned that he spoke to MoLAA, LB Museum of Art, and the Queen Mary and that all are interested in being involved, perhaps even financially. Baker added that she was also still interested, and willing to pay between \$1,000 - \$1,500 for window space. Sheldon agreed to develop a proposal package for interested parties.

Sheldon then provided an update on the Quarterly Walking Map, explaining the new design plan to include all storefronts on the map and a directory. Baker wondered why the DLBA was doing a map since there are so many in circulation. Sheldon explained that it is the most requested piece of collateral the DLBA prints and it is the only Downtown-specific map. Forney also mentioned that when display space is limited, the first pieces chosen will always be DLBA and CVB pieces.

Sheldon then informed the Task Force of website changes, including moving forward with an integrative database for the parking maps and area-specific maps.

6. Identity Redesign (3)

Next, Sheldon introduced the Identity Redesign process, explaining that the Review Committee had reviewed all the submissions, narrowed it down to two firms, who would both present today. The two groups selected were M4 and JLoop and they both presented.

After the presentations were concluded, there were enough members present for a quorum and so the following actions items were voted on:

7. Review of Third Party Proposals (4)

Baker made a brief presentation on the Pirate Festival at Shoreline Village, for which she requested \$10,000. Richard Lewis made a motion to approve the request. John Morris seconded the motion. All approved, none opposed, none abstained—motion carried.

Assadi made a brief presentation of his SoundWalk event, for which he requested \$15,000, highlighting the changes in the event, taking it from a \$5,000 event to a \$30,000 event. Assadi noted that he would like to be able to compensate the artists for their time and talent. Lewis commented that he liked the event and approved of the proposal, but it was his recommendation that DLBA funds go to cover the production fees and not artists' stipends. Assadi agreed that could be done, but expressed issue over a double standard, since we pay the SAM musicians and U-Sea artists. Forney inserted that he didn't mind paying for the artists, but did suggest that at this event, as at every event, that we try to capture email addresses so we can all increase our marketing efforts. The other task force members agreed that they didn't mind DLBA funds going to pay artists fees, because SoundWalk is an established event, but would like to discuss that concept further. Sheldon agreed to add it to the agenda for the next meeting. Morris made a motion to approve the SoundWalk proposal with no restrictions on the DLBA funds. Baker seconded it. All approved, none opposed, none abstained—motion carried.

8. Old Business (9)

None.

9. New Business (10)

None.

10. Public Comment (11)

None.

11. Adjournment (12)

The meeting was adjourned at 11:05.

Notes: Due to the loss of a quorum by the end of the meeting, Agenda Item #2 did not occur and was tabled until the next meeting. Additionally, the Action Item under 3B (Identity Redesign) could not be voted on and was postponed until the next meeting.