



**Marketing and Special Events Task Force**

Friday, October 16, 2009—9:30 A.M.

Crème de la Crepe

400 E. 1<sup>st</sup> Street

1. Call to Order - Richard Lewis, Chair
2. Approval of the Minutes from September 25, 2009 Meeting
3. Marketing & Special Events Task Force Annual Review (15 minutes) - Richard Lewis
4. Update FY 2008-09 Budget and FY 2009-10 Budget (5 minutes) - Steve Sheldon
5. Special Events ROI Matrix Review (10 minutes) - Kris Larson
6. 2009-10 Marketing & Special Events Work Plan Review (15 minutes) - Steve Sheldon
7. Special Events Updates (5 minutes) - Steve Sheldon
  - A. Taste of Downtown Recap
  - B. Carbo-Load on Pine Recap
  - C. Halloween on Pine Update
  - D. State of the Downtown Update
8. Third Party Proposals (10 minutes)
  - A. Shop With A Cop - Long Beach Junior Chamber of Commerce  
**ACTION ITEM:** Approve or deny sponsorship of LBJCC's Shop with a Cop event in an amount up to \$500 out of the Unallocated Events budget line item.
9. Old Business
10. New Business
11. Public Comment
12. 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, November 20, 2009, 9:30AM, Location TBD