



**Minutes for the Marketing Task Force
Friday, September 25, 2009—9:30 a.m.**

Utopia Restaurant
445 East 1st Street, Long Beach, CA 90802

MEMBERS PRESENT: Kamran Assadi, Maureen Baker, Victoria Ballesteros, Richard Lewis, Hilda Sanchez, John Sangmeister

MEMBERS ABSENT: John Morris, Dave Ashman

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

PUBLIC: Lauren Haverlock (Long Beach Junior Chamber)

1. Call to Order

Richard Lewis called the meeting to order at 9:38am

2. Approval of the Minutes from September 25, 2009

Maureen Baker motioned to approve minutes and John Sangmeister seconded the motion. All in favor; none opposed.

3. Marketing and Special Events Task Force Annual Review

Lewis asked the task force for their opinions regarding the performance of the task force for the previous year, and suggested a real action plan matrix for the 2009-2010 fiscal year. Kamran Assadi stressed the importance of staying within budget, and noted the lack of deferred revenue that sustained the special events for 2008-2009 fiscal year. Baker stated that the most successful event for Shoreline Village for 08-09 was the pirate festival, Sangmeister stated that the most successful event for him was the Transpac. Assadi asked about the funding for University of the Sea (U-Sea) and it was clarified that the organizers of U-Sea did not submit a funding proposal, even though the Task Force did approach them and ask them to do so.

4. Update of FY 2008-2009 Budget and 2009-2010 Budget

Sheldon stated that there has been a recommendation to adjust the budget to cover New Year's Eve, increasing the downtown music series by \$115,000, adding Latin American Parade and Festival, supporting the Downtown Gift Card program, supporting the 2nd Saturday Art Walk, and cancelling Powerfest. The Clean Air Car Show line item has been removed and will be supported solely through in-kind sponsorship. Sangmeister suggested the Task Force find a way to avoid street closures for Summer and Music shows.

5. Special Events ROI Matrix Review

Larson reviewed the method for estimating total attendance, and the event surveys conducted by the Guides. Lewis stated that the raw data is fantastic, and Sangmeister felt that the



information was definitely helpful. Larson stressed that the numbers were not absolute, and that more in-depth analysis would need to be completed to calculate the average income per restaurant and see how it compared to sales on event days, but that the current strategy provided a good estimate. The task force all agreed that they would like include the survey at all events, and Ballesteros said that it would be helpful to see where the RDA investment is going. Sangmeister asked that a copy of the survey be included with each of the ROI reports. Lewis asked about the benefit for consumers to participate in the survey, and there was a brief discussion of entering the participant to win a Downtown Gift Certificate.

6. 2009-10 Marketing & Special Events Work Plan Review

Lewis asked for feedback regarding the work the Task Force has done for FY 2008-2009 and for any suggestions for FY 2009-2010. Working within budget and stretching Christmas decorations further north were among the suggestions. Outside sponsorship options were discussed and the task force agreed that it may be easier to get event sponsorships for some events now that they have proven to be successful.

7. Special Events Updates

Sheldon stated that "Taste of Downtown" and "Carbo-Load on Pine" were both successful events.

Halloween on Pine- Sheldon provided an overview of Halloween on Pine. Lewis asked if Halloween on Pine would negatively impact the Halloween festivities at the Waterfront, and Sangmeister stated that the Waterfront was too far away and the typical Waterfront crowd is not a late crowd, to which Baker agreed.

State of the Downtown- Sheldon provided an overview of State of the Downtown. Lewis stressed the importance of the event being an honest assessment of what is happening in the Downtown, and Sangmeister stated that it was important to speak about the Downtown and not only focus on the DLBA. Sheldon stated that the video that will be screened at the event will be posted to the website and used throughout the year.

8. Third Party Proposals

Shop with a Cop- Lauren Haverlock, Treasurer of the Long Beach Junior Chamber, made a short presentation to the Task Force for sponsorship consideration. **Sangmeister made a motion to support a \$500 sponsorship, and Baker seconded the motion. All in favor, none opposed.**

9. Old Business

There was no old business.

10. New Business

New Year's Eve- Sheldon spoke about the proposed Redbull New Year's Eve event, which brought 150,000 people to Las Vegas last year for a stunt show. Redbull intends to bring professional rally car driver Travis Postrana to attempt to break a world's record by driving off of a ramp placed on the Pine Avenue Pier and landing on a barge out in the water. Estimated



attendance is approximately 30,000-50,000 people. Redbull was not expected to be bringing any hospitality services, therefore driving those expected into the local businesses. Sangmeister also stated that there is a possibility if all goes well on New Year's Eve to have Redbull's "Floutag" event in Downtown Long Beach August 10, 2010.

11. Public Comment

There was no public comment.

12. Adjournment

The meeting was adjourned at 10:46am.