



**Minutes for the Marketing Task Force
Friday, November 20, 2009—9:30 a.m.**

Kavikas

95 Aquarium Way, Long Beach, CA 90802

MEMBERS PRESENT: Maureen Baker, Hilda Sanchez, John Sangmeister, Joen Garnica, Cynthia Ojeda

MEMBERS ABSENT: Dave Ashman, Kamran Assadi, Victoria Ballesteros, Jeff Forney, Richard Lewis, John Morris

STAFF: Steve Sheldon, Esther McCurry, Vanessa McCollum

GUESTS: None

1. CALL TO ORDER AND INTRODUCTIONS

John Sangmeister called the meeting to order at 9:35am. The task force welcomed new residential members Joen Garnica of the Downtown Residential Council and Cynthia Ojeda of the North Pine Neighborhood Association.

2. APPROVAL OF THE MINUTES FROM OCTOBER 16, 2009 MEETING

There was no quorum, so minutes were not approved.

3. UPDATE FY 2009-10 BUDGET

Steve Sheldon gave a brief update of the budget and explained the budget spreadsheets to the new members as well as explaining a new column called "Reallocated Funds" to track budget adjustments. Maureen Baker asked if potential sponsors were being approached for the New Year's Eve event, and Sheldon stated that Red Bull and Verizon were among some of the potential sponsors. Sangmeister asked that the line item entitled "New Year's Eve on Pine" include the East Village and Waterfront areas by renaming it "New Year's Eve".

4. DOWNTOWN GIFT CARD PROGRAM

Sheldon informed the task force that a number of participating retailers are offering discounts to gift card holders. The current holiday design cards will be replaced after the holidays with a card with a Downtown photo for use throughout the year. Advertising has been placed with the Press Telegram, the Gazette and radio promotions are airing now; posters and postcards have been distributed. Ojeda asked about the potential for advertising space on the card, and Sheldon stated that there is not enough space on the card to allow for advertising. Baker asked for an estimate of projected sales, and Sheldon stated that at this point a projected sales estimate would not be available. Sheldon also stated that the Transit Information Center would need to purchase some equipment before gift cards could be sold at that location. Garnica suggested advertising more in the South Bay area, to which Sheldon stated that advertising would eventually include more surrounding areas.

5. ANNUAL EVENT CALENDAR

Sheldon gave a brief overview of the draft version of the annual events calendar.

6. HOLIDAY PROMOTIONS

Sheldon stated that the holiday carolers will be paid through a partnership between Downtown Long Beach Associates (DLBA), Legacy Partners, and Ensemble Realty. Holiday bands have been booked for

entertainment at the East Village Farmer's Market, through the month of December. DLBA will be riding in the double-decker bus through the Belmont Shore Christmas Parade. There are 28 Festival of Lights contestants to date, and the voters will be entered to win a \$100 Downtown Gift Card. Sheldon also gave a brief overview of the Phantom Galleries "Let there be light" event, and the Redevelopment Agency and Convention and Visitors Bureau's \$1,800 purchase of holiday garland to extend the current garland one block further North on Pine Avenue. Baker gave the task force some details about the Rainbow Harbor Holiday promotions, and the web address was provided.

7. SPECIAL EVENT UPDATES

Sheldon reported on Halloween on Pine, stating that the event was very successful and suggesting that it be added to the calendar for future years. Garnica and Ojeda both stated that there were not very many people in the restaurants on Halloween, and Sheldon explained that typically the restaurants in the Downtown see a decrease from their normal sales because so many people have private at home parties, or go to Hollywood to celebrate. This year, the restaurants reported sales that were average for a Saturday night, instead of that typical decrease in sales. Suggestions were made to include more sophisticated activities and music, Ojeda suggesting some impersonators, Garnica suggesting performers in elaborate costumes and adult trick-or-treaters. Sangmeister suggested discontinuing the beer garden for future Halloween events because it became another competitor for the existing restaurants and bars, but noted that overall he was pleased with the success of the event, noting that it was the first Halloween event in recent years. Sangmeister also added that there is great opportunity to build on these first events, noting that the first annual Belmont Shore Christmas Parade did not attract 30,000 people, and now does. The 6th Annual State of the Downtown attracted approximately 300 attendees and included theater groups from within the Downtown and received a lot of positive press; Ojeda and Garnica added that the residential and retail involvement was nice. New Year's Eve will include the Red Bull No Limits world record attempt by Travis Pastrana, 60's, 70's and 80's music on Pine Avenue and three bands in the East Village that will cater to a younger demographic. Sheldon stated that Shoreline Drive will be closed two days in advance to build the ramp from the Ferris Wheel at the Pike to the end of the Pine Avenue Pier. The same parking plan will be put into place that has been used in the past for the Long Beach Marathon, and there will be no residential land-lock, though they will be slightly impacted.

8. OLD BUSINESS

There was no old business.

9. NEW BUSINESS

Garnica suggested placing the DLBA Facebook and Twitter information to the across-street banners. Sangmeister praised the DLBA Marketing Department for their successful events and wonderful year in the wake of the harsh economic climate, and added that the Taste of Downtown and Pink Party events were great.

10. PUBLIC COMMENT

There was no public comment.

11. ADJOURNMENT

The meeting was adjourned at 10:29am.