



Minutes for the Marketing Task Force
Friday, May 8, 2009—9:30 a.m.
King's Fish House

MEMBERS PRESENT: Dave Ashman, Kamran Assadi, Richard Lewis, Hilda Sanchez, John Sangmeister

MEMBERS ABSENT: Maureen Baker, Victoria Ballesteros, Nicky Claire, Jeff Forney, John Morris,

STAFF: Steve Sheldon, Esther McCurry, Vanessa McCollum

PUBLIC: Evan Kelly (EPK Vision), Susana Prego (Crema), Baron Mosley (Shannon's on Pine), Melida Hinds (Ascension), Liza Simone (Phantom Galleries), Kevan Vance (Taco Beach).

1. Call to Order

Richard Lewis called the meeting to order at 9:37 a.m.

2. Approval of Minutes from April 23, 2009

There was no quorum due to absences, minutes were not approved.

3. FY 2008-09 Budget update

4. Upcoming Events and Promotions

Pink Party- Steve Sheldon mentioned that the Pink Party will be May 15, 2009 and the street closure will be Pine from Broadway to 3rd. Pine will remain open between 1st and Broadway according to the request of the local businesses. The Party will be from 7:00pm to 11:00pm and gave details regarding the "Pink Pass" and accompanying discounts. Pink Party will include outdoor "living areas" provided by Metropolitan Living; there will be a Video Jockey, Comedian/Actor Alec Mapa and a Drag Queen Competition with 5 competitors. Kevan Vance asked if the Pink Party would be affiliated with Pride at all and Sheldon stated that Pride had been contacted and doesn't want to have an affiliation with the Pink Party at this time, and Sheldon will be sure to follow up on the possibility of there being an affiliation next year. Dave Ashman added that The Center Long Beach and Pride don't operate on the same wavelengths at this time, and have not worked together well in the past. Lewis added that it would have been everyone's preference to work cohesively with Pride and that will be the goal for next year.

KABC Clean Air Car Show- Sheldon stated that the car show will be June 6, 2009 from 10:00am to 5:00pm and attendees will have the ability to get up close and even test drive the cars. Toyota will be premiering a new Prius.

Taste of Downtown- will be like the Stroll and Savor events in Belmont Shore, the original idea was to have one large event in the East Village, on Pine and at the Waterfront, and utilize the Big Red Bus to transport attendees from area to area. Baron Mosley asked if the Big Red Bus was implemented, where would the route start and end? Sheldon said that they had decided that it would be a better idea, instead of having things so spread out and having so much competition, to have the event in two parts, the East Village and Pine would be in late June and the Waterfront area event would be in September.

5. Storefront Activation

Liza Simone from Phantom Galleries gave an update of the Phantom Galleries sites. Simone had an impromptu Art walk in May and stated that she'd like to have more events. Phantom Galleries has amassed an 18,000 person mailing list and would like to coordinate with the Taste of Downtown events and with Vin De Pays wines for VIP wine tasting at the galleries. Simone would like to see more community participation and more support from both business owners and civic leaders. Art sales would provide some much needed revenue, interest and attract more prestigious artists. Simone added that there is no thriving gallery scene in the South Bay and that the redevelopment of Culver City largely benefitted from piggybacking on the art scene. Ashman asked if art could be displayed in restaurants and Simone stated that it would be too much of a liability and very hard to coordinate. Lewis asked if interested parties should contact Simone directly to which she agreed. Kamran Assadi and Lewis both showed their appreciation for the Phantom Galleries. Ashman asked what Culver City has that Long Beach doesn't, and Simone told him that Culver City gave discounted rental rates to galleries. Simone stated that she'd like to start making calls for displays during TED. Simone also stated that she relies a lot on viral marketing like Twitter to get the word out for upcoming events and openings. Susana Prego asked how to get more empty spaces involved; Lewis said that DLBA had really strived to help open doors for the Phantom Gallery. Sheldon stated that he'd received approval for the use of Dr. Zak's spaces on Pine and 3rd, but that he had not yet approved a type of presentation. Ashman stated that he could facilitate still photos and 20 second videos being posted on the filmlongbeach.com website.

6. Staff updates

Esther McCurry updated the task force on the Facebook and Twitter advances that DLBA has made and asked that anyone with any new that they wanted to get out, to make sure they let DLBA know so we can post it as many places as possible. Sheldon stated that the formal RFP is going out today for identity re-design, the response date is 3 weeks from now, will narrow down to 2-5 proposals and present that to the Marketing and Special Events Task Force. Lewis stated that the co-chairs and Sheldon and McCurry are finalizing the presentation for budget to the Board of Directors. Once we have the events that we're committed to, we can spend time on the measuring the return on investments and improving events instead of spending so much time coming up with new events. Lewis expects some events to move on without DLBA production, like the Bike Festival, which he estimates to be in production on its own within the next three years or so. Lewis stated that also some restaurants and small businesses may want

to have small events on their own and may not know all that they need to know to pull them off and be successful. Ashman stated that he can come up with a checklist for small businesses to help them plan events.

7. Third Party Proposals

Sheldon stated that the Bloomfest proposal on the agenda had been withdrawn- the event will still be happening, but it will be piggybacking 2nd Saturday Artwalk event to make better use of resources. Sheldon stated that Kraig Kojian had been in contact with the listed producer of the car show proposal for Pine Avenue. Vance said that he, Ron Hodges and Baron Mosley had filled out the form for consideration for that event and had not been contacted. Sheldon stated that Kojian had contacted the producer listed on the form for consideration, and that the budget listed on the form was a concern. Sheldon and McCurry explained the importance of making sure that the producer of the event has a solid marketing plan, and cited the Formula Drift event that didn't have a good measure of return on investment. Lewis stated that it may be a good idea to have a meeting with Vance, Mosley and Hodges to go over event guidelines for future consideration. Ashman spoke briefly with McCurry regarding pulling city permits for events that DLBA doesn't manage, because it opens DLBA up to liability, would like to schedule meeting to work on ways to change that.

8. Old Business

None.

9. New Business

The next scheduled meeting lands on Memorial Day weekend, so the meeting was rescheduled for May 29, 2009 at 9:30am at King's Fish House.

10. Public Comment

Mosley asked if the Phantom Galleries ever open, Simone said that they do, and that she'd like to do one as soon as possible. Events like the Pink Party could be benefitted by the cross promotion. Simone added that the graffiti film on some of the windows at CityPlace would need to be replaced if Phantom was going to open galleries there, Lewis said that maybe DLBA could reach out to Tony Shooshani, and see if the Marketing and Events Task Force could maybe help with those costs. Evan Kelly announced the Green Fest tomorrow, there will be 50 bands, and all sorts of booths and activities along with the farmer's market and 2nd Saturday. Ashman said it would be nice to partner with Phantom Galleries for Grand Prix Weekend.

11. Adjournment

The meeting was adjourned at 10:45.