



Minutes for the Marketing Task Force
Friday, July 17, 2009—9:30 a.m.
King's Fish House

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

MEMBERS ABSENT: Nicky Claire, Jeff Forney, Kirstina O'Connor, Lisa Katch

STAFF: Steve Sheldon, Esther McCurry, Vanessa McCollum

PUBLIC: Evan Kelly (EPK Vision), Markus Manley (RU LB), Christopher Purnell (LB Special Events and Filming), Erin Regan (RU LB)

1. Call to Order

Richard Lewis called the meeting to order at 9:40am.

2. Approval of the Minutes from April 23, 2009; May 29, 2009; June 19, 2009

Hilda Sanchez motioned to approve all three sets of minutes and Maureen Baker seconded the motion. All in favor; none opposed.

3. Budget Update

Steve Sheldon stated that SAM is half-way through with no changes to that budget item, and that the restaurant week line item is slated for September 24, 2009. The Happy Hour marketing has been paid for by the Co-op advertising line.

4. Identity Redesign Proposal

Proposals have been received for the identity redesign and the subcommittee had viewed two presentations and recommended moving forward with "M4 Creative Design" to redesign the DLBA logo. Lewis asked if the subcommittee would continue to work on the logo project and Sheldon stated that he didn't see a reason for the subcommittee to continue with the project, recommending that it be turned over to the marketing and special events task force. Kamran Assadi moved to grant the \$2,100 identity redesign project to M4 as suggested by the subcommittee and John Morris seconded the motion. All in favor; none opposed.

5. Special Events

Sheldon stated that between 1,500-2000 people attended the "Soul Motion" concert. Six bands played, and on site surveys were conducted by Guides to help determine return on investment. Powerfest was attended by approximately 1,000 people, and hotel attendance was lower than



usual. Of the 95 people surveyed at Powerfest, it was rated highly, and had good follow-up press.

Gospel Fest Sunday brunch had a great turn out and the different layout with the patio extensions proved successful. Dave Ashman added that there were complaints received from ADA regarding the Gospel Fest; he also stated that ABC didn't audit the area, but LBPD was on scene. Sheldon stated that the extended patios would also be used for the upcoming Fraternal Order of Police convention August 14, 2009, which the expected attendance is 5,000 people. Lewis asked that the marketing department send out information to all business owners regarding upcoming conventions. Sheldon gave brief updates on Summer and Music events Battle of the Bands, Funk Fest and Busker Fest. The Latin American Festival will be September 12, 2009 and would like to move 2nd Saturday Artwalk further up Linden. Lewis asked for feedback from the task force regarding the Summer and Music series. Morris stated that he didn't see much value in the "plug and Play" on Pine and suggested the possibility of pooling the money and reallocating it. John Sangmeister also said he wasn't sure what the return on investment is for the Plug and Play on Pine and that he sees more positive feedback from the larger shows with big bands; he added that "Soul Motion" was fun. Lewis stated that he knows a few couples who ride bikes on the bike trails that stopped to watch Delta Nove and ended up eating at Utopia and at the coffee shop in the East Village before attending SAM performances. Lewis stressed the importance of planning now for next year's events. Morris stated that the Powerfest boats were all on Pine and ready, but all of the businesses were closed and the lights were off. Baker suggested fireworks along with the music series; Sangmeister agreed and Morris added that you can shoot fireworks from the roof of Rock Bottom. Lewis suggested the Municipal Band for a show next year, and Ashman stated that the municipal band requires a request by December and cost is typically \$15,000. Ashman expressed that he would prefer to receive information about upcoming events farther in advance than he is currently.

Sheldon spoke about the Latin American Festival Subcommittee, and Lewis stated that he'd like to form subcommittees for all of the events. Victoria Ballesteros asked for a breakdown of funding for the Latin American Parade and Festival and Sheldon stated that DLBA is contributing \$20,000; Robert Garcia is looking to raise \$10,000-15,000 from the Port and that we're aiming for a total of \$30,000 in sponsorship. Evan Kelly stated that the Hispanic Chamber may want to be involved. Sheldon gave an update that over 35 people have expressed interest in participating. Esther McCurry stressed the funding gap and Assadi added that the budget is very conservative. Morris asked if DLBA was looking to allocate more funds and Sheldon stated that they are and that the event looks like it might be much larger than originally anticipated. Ashman suggested talking to Jim Michaelian about possible sponsorship.

6. Promotions

Sheldon updated the task force on the Date Night/Happy Hour campaign, which started the last week of July and will run the length of the summer. 25 businesses are participating, radio



promotions are running, and McCurry added that while there isn't really any feedback yet, there is a steady web presence. Sheldon added that KOST and KYSR may be good places to do prize giveaways, which typically increase web traffic by approximately 75%.

7. Staff Updates

Sheldon stated that Kris Larson is working on a new Economic Development website and that the Marketing Department will be working with E-Marketed, and a focus group to make some changes to the DLBA homepage to make it more user-friendly. Administration has chosen a database company, and that is underway. To help calculate return on investment, the marketing department wants to put event surveys on the website, continue to do surveys through the Guides and do post event surveys with businesses. Will be sending out postcards to direct people to the survey monkey site. Assadi said how helpful it would be to evaluate all events on the same scale.

8. Old Business (9)

None.

9. New Business (10)

Baker provided copies of a *Long Beach Business Journal* column regarding marketing Queens Way as a destination, and suggested everyone read it. Assadi reminded everyone of the new lighting and sidewalk dedication for the East Village. Ballesteros stated that the RDA wanted to support 2nd Saturday and celebrate the East Village improvements by having a ribbon cutting on that day. Assadi said that he'd like to see if there is any funding options for RU Long Beach to explore their ideas on how to improve the 2nd Saturday. Lewis stated that he liked the idea of putting out an RFP for 2nd Saturday through the Arts Council. Lewis also stated that RU Long Beach had put in a proposal to activate one half of the street for 2nd Saturday at a cost of \$2,500. Morris asked if the Farmer's Market in the East Village had been picking up at all and Lewis said that the music seems to help. Ballesteros said that Club Transpac at Marina Green was fun and would like to see the space activated more often.

10. Public Comment (11)

None.

11. Adjournment (12)

Lewis adjourned the meeting at 10:45.