



Marketing and Special Events Task Force

Friday, March 19

9:30 A.M.

Rock Bottom Brewery

1 Pine Avenue

1. Call to Order - Richard Lewis, Chair
2. Approval of the Minutes from February 19, 2010
3. Update FY 2009-10 Budget (5 minutes) - Steve Sheldon
4. Subcommittee Reports (15 minutes)
 - A. New Business Outreach - Richard Lewis
 - B. Summer And Music - Victoria Ballesteros
 - C. Long Beach Bike Festival - Steve Sheldon
 - D. Sponsorship - Steve Sheldon
5. Special Events & Promotions Updates (15 minutes) - Steve Sheldon
 - A. Taste of Downtown
 - B. Tecate Thunder Thursday
 - C. Downtown Gift Cards
 - D. MetaFlavor & Downtown iPhone App
 - E. Website - Interactive Maps
 - F. Identity Redesign
6. Old Business
7. New Business
8. Public Comment
9. 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, April 16, 2010, 9:30AM, Location TBD