



Minutes for the Marketing Task Force

Friday, March 19, 2010—9:30 a.m.

Gladstone's

330 South Pine Avenue, Long Beach, CA 90802

MEMBERS PRESENT: Jeff Forney, Joen Garnica, Ron Hodges, Richard Lewis, Michelle Manire
MEMBERS ABSENT: Dave Ashman, Kamran Assadi, Maureen Baker, Victoria Ballesteros, Cynthia Ojeda, Hilda Sanchez, John Sangmeister
STAFF: Steve Sheldon, Esther McCurry, Vanessa McCollum
GUESTS: Danielle Dauphinee, Edgar Urrutia

1. CALL TO ORDER AND INTRODUCTIONS

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

2. APPROVAL OF THE MINUTES FROM FEBRUARY 19, 2010

No quorum, minutes not approved.

3. UPDATE FY 2009-10 BUDGET

The DLBA is only \$20,000 from meeting the \$150,000 needed for the Bike Festival, and sponsorships are still being sought. The budget for the Pink Party will be discussed at the next Task Force meeting as it has newly been determined that an entrance fee of \$10 per person will be charged to help raise funds for The Center Long Beach.

4. SUBCOMMITTEE REPORTS

New Business Outreach- Lewis informed the task force that the DLBA board has decided to supply incoming businesses with welcome baskets, and that might tie in with the New Business Outreach subcommittee.

Summer and Music- Steve Sheldon stated the Marketing Department is waiting on some cost estimates and that there will likely be more mid-sized events and fewer small events, and to help with street closure costs, they will be at Promenade Square and the band shell, though the East Village closures will likely be necessary and Funk Fest will still be on Pine Avenue. Michelle Manire asked if the Summer and Music series was out for bid or if Justin Hectus and Rand Foster would still be booking the talent. Sheldon stated that Hectus and Rand submitted a proposal last year and did such a great job that they will be booking the talent this year as well.

Bike Festival- Sheldon stated that the subcommittee has been meeting every second Friday of the month for approximately the last six months. This year's festival will be accompanied by the "Tour of Long Beach" which is a thirty-three mile ride, and a sixty-six mile ride all in Long Beach, for which there will be no street closures. There will be street closures for the Bicycle Grand Prix. Joen Garnica asked for clarification of the residents' ability to leave the parking garage once every hour, and if that could be scheduled times, and Esther McCurry stated that it would be approximately every hour, but could not be scheduled. The event will feature food and drink vendors from non-competing businesses, such as a smoothies vendor. Lewis suggested the possibility of St. Anthony's High School students volunteering to help with the bike festival.

5. SPECIAL EVENTS AND PROMOTIONS UPDATES

Taste of Downtown- 13 restaurants are participating in the event. Gladstone's will be providing the bar and attendance is expected to be anywhere from 1,000 to 1,500 people per night. Danielle Dauphinee asked if there would be way-finding signs for the event, and Sheldon made a suggestion that they be placed at the crosswalks and possibly the valet podiums. Ron Hodges proposed having a meeting with someone from Alcohol Beverage Control to strategize and identify ways to allow patio extensions for events such as this.

Tecate Thunder Thursday- event will be only on Pine Avenue, and will include a demonstration of the Long Beach Roller Derby.

Gift Cards- Sheldon has been working with Store Financial to identify some best practices for promoting the Downtown Gift Card

Metaflavor- is an application being made by a Downtown firm for restaurants and consumers to share information. The free application will be discussed in depth at an upcoming meeting for stakeholders. A Downtown application is also underway.

Identity Redesign- 13 proposals were submitted, the final four have been chosen and a decision for the accepted proposal will be made today.

Pink Party- will be the official kick-off party for the Pride festival. It will be held at the Promenade Park, and if the construction isn't complete, the contingency plan will be to have it on the Promenade North of Broadway. The event will feature a beer garden, and restaurant service may echo the Taste of Downtown; restaurants may be asked to hold post Pink Party events. Dauphinee suggested pre-sale dinner packages and suggested that some restaurants that typically close early may find it beneficial to remain open until 2am. Lewis suggested having the emcee announce participating restaurants to drive the public into the businesses. Sheldon stated that the line-up for the event will be much like last year's event. Anyone interested in the committee for the Pink Party was encouraged to contact Sheldon and McCurry.

6. OLD BUSINESS

There was no old business.

7. NEW BUSINESS

Jeff Forney stated that the Convention and Visitors Bureau (CVB) will be moving offices soon. The CVB will also be sending out an email blast to their contacts regarding the Bike Festival, and the National Jump Rope competition will be coming to Long Beach soon and is expected to attract 3,000-4,000 people to the area. Manire stated that "Putt Putt" on Pine will be May 26, 2010. Manire also stated that CTC Destination and Meeting Management is also working with the Federal Bureau of Investigation national academy and Women in Law enforcement groups to hold events similar to the last Fraternal Order of Police event. Garnica informed the task force of the residents' Final Fridays events, where the residents gather to meet and greet each other and patronize a local restaurant. Approximately 50 people attended the last event, and the next event will be at Bouchees' Bistro at Smooth's. Sheldon stated that he will be meeting with Jet Blue regarding sponsorship options.

8. PUBLIC COMMENT

Edgar Urrutia stated that he's been living in Alamitos Beach for approximately seven months and wants to get involved with the events downtown. Urrutia has a background in advertising and has enjoyed events produced and sponsored by Downtown Long Beach Associates.

9. ADJOURNMENT

The meeting was adjourned at 10:35am.