



Minutes for the Marketing Task Force

Friday, May 21, 2010—9:30 a.m.

Rock Bottom

One Pine Avenue, Long Beach, CA 90802

MEMBERS PRESENT: Dave Ashman, Kamran Assadi, Maureen Baker, Jeff Forney, Joen Garnica, Richard Lewis, Hilda Sanchez, John Sangmeister

MEMBERS ABSENT: Jeff Forney, Joen Garnica, Michelle Manire, Joel Ojeda

STAFF: Kraig Kojian, Steve Sheldon, Esther McCurry, Vanessa McCollum

GUESTS: Andrea Sulsona (*Palacio De Long Beach*), Jennifer Gartland (The Pike at Rainbow Harbor), Baron Mosely (Shannon's on Pine)

1. CALL TO ORDER AND INTRODUCTIONS

Richard Lewis called the meeting to order at 9:32am, and self introductions were made.

2. APPROVAL OF THE MINUTES FROM MARCH 19, 2010

Maureen Baker made the motion to approve minutes from the March 19 meeting, and Jeff Forney seconded the motion. All in favor; none opposed. Kamran Assadi and Hilda Sanchez abstained due to absence from the March meeting.

3. UPDATE FY 2009-10 BUDGET

Steve Sheldon reported that Thunder Thursday was within \$1000 of the budget, Bike Fest was \$10,000 under budget and Taste of Downtown at the waterfront was over budget, but the revenue was more than expected and evened out the overage. Kraig Kojian informed the task force of the \$144,000 short fall in the Parking Meter revenue line item. Kojian stated that in an attempt to balance the budget and account for this shortfall, the organization will not be partnering with the Redevelopment Agency on a public art piece that had been previously been budgeted from of Capital Improvement funds. Kojian estimated that an additional \$65,000 of unallocated funds in the Capital Improvement budget should balance out the Parking Meter Revenue shortfall. The revenue projections for next fiscal year will be reduced, which will result in an approximate 10% budget cut across the board. The Executive Committee will have the first review of the proposed 2010-11 Budget in July 2010, and the Board of Directors is expected to review and vote on the proposed budget in July 2010 as well. The budget will then be submitted to City Council for final approval.

4. FY 2010-11 BUDGET DISCUSSION

Discussion involved continuing to budget for and maintain signature events. Baker stated that she would like to see a continuation of support for the Long Beach Mardi Gras and the Pirate Festival, also at the Waterfront. Sanchez stated that she was pleased with the number of events in the North Pine area this year.

5. SPECIAL EVENTS AND PROMOTIONS UPDATES

Taste of Downtown at the Waterfront: John Sangmeister suggested that the future Taste events may be improved without the expense of the beer garden. Sangmeister also thanked the DLBA staff and stated that he appreciated the positive press events generate on a monthly basis. Sheldon estimated the attendance of the Taste of Downtown at the Waterfront to be approximately 2,500-3,000 and

generated \$10,000 in revenue. Esther McCurry credited the enthusiasm of the participating restaurants, decorations and mascots. Jennifer Gartland asked for more communication for events in the area, citing that some businesses from her area did participate and were informed; however, she would have liked to know more about the event in enough time to follow up on possible participants. Tecate Thunder Thursday: The task force praised the event and noted that some attendees made their own videos of Thunder Thursday and posted them on YouTube.com. Dave Ashman said that there were a few blank spots in the programming which should have been filled and suggested talking to Jim Michaelian from Grand Prix about filling those time slots next year.

Bikefest: The Tour of Long Beach raised \$66,000 and drew 1100 riders, including some from out of town. Jeff Forney said that the registration could be improved next year, and cited the issues with expanding the pool to include 500 more riders than initially anticipated, which was accommodated as well as possible. The signage was great, and people had no trouble navigating the route. Forney also suggested that next year the DLBA recruit more vendors, as the Long Beach Fire Department sold 700 hot dogs in an hour. Ashman stated that the Tour might bring in twice the number of riders next year and suggested having a festival at the finish line next year. There was also a suggestion to not holding the Bikefest or the Tour of Long Beach on Mother's Day weekend. Kraig Kojian suggested researching the viability of making the Tour of Long Beach and the Bike Festival two completely separate events. Joen Garnica suggested that more resident volunteers be recruited.

Pink Party: There was a larger turn out than expected. Baron Mosely stated that Shannon's on Pine did see an increase in sales even though there was a beer garden at the event. Ashman stated that the Flash Mob really ignited the crowd, and Sheldon stated that the YouTube.com video has received over 6,000 views to date. Lewis asked if the event will be moved to the Promenade next year. Discussion included Promenade Square maintenance costs and the possibility of requiring a deposit for events held at the site.

iPhone app: The new Downtown Long Beach iPhone app has launched, and more detailed updates will be available at the next meeting.

6. **MARKETING SUBCOMMITTEE REPORTS**

The Outreach subcommittee will focus on Business Retention. Latin American Parade and Festival will meet June 3, 2010. The Summer and Music Subcommittee will meet next week, and the first performance will be June 12, 2010, on 1st Street between Elm and Linden.

7. **OLD BUSINESS**

There was no old business.

8. **NEW BUSINESS**

There was no new business.

9. **PUBLIC COMMENT**

There was discussion of Promenade Area Residents Association membership issues and the Downtown Residential Council. Ashman congratulated Sangmeister on the approval of the Gladstone's Flugtag contest entry. The Convention and Visitors Bureau will be moving offices in July, and City of Long Beach office of Special Events and Filming will be moving to 211 Ocean, Fourth Floor, on July 6, 2010.

10. **ADJOURNMENT**

The meeting was adjourned at 10:49am.