



**Marketing and Special Events Task Force**

Friday, October 21

9:30 A.M.

Rock Bottom Brewery

1 Pine Avenue

1. Call to Order - Richard Lewis, Chair
2. Approval of the Minutes from July 15 and September 16 meetings
3. Budget Update (5 minutes)
  - A. FY 2010-11 Update
  - B. FY 2011-12 Update
4. Third-Party Proposals (15 minutes)
  - A. Zombie Walk

**ACTION ITEM:** Consider sponsorship proposal from Long Beach Cinematheque in support of Long Beach Zombie Walk IV. Approve, amend or deny request in an amount not to exceed \$5,000 to be funded from Halloween line item.

5. Special Events & Promotions Updates (15 minutes)
  - A. Downtown Deals Now Available
  - B. Halloween Promotion
  - C. State of the Downtown Update
  - D. New Year's Eve - December 31
6. 2012 Event Calendar (5 minutes)
7. Old Business
8. New Business
9. Public Comment
10. 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:** November 18, 2011 at 9:30 at Rock Bottom