



Minutes for the Marketing Task Force

Friday, October 21, 2011—9:30am

Rock Bottom Brewery

1 Pine Avenue, Long Beach, CA 90802

MEMBERS PRESENT: Dave Ashman, Kamran Assadi, Pamela Botis, Joen Garnica, Ron Hodges, Evan Kelly, Michelle Manire, Hilda Sanchez, John Sangmeister

MEMBERS ABSENT: Jeff Forney, Richard Lewis, Jackie Medina

STAFF: Abdullah Abukusumo, Kraig Kojian, Elizabeth Leider, Esther McCurry

GUESTS: Logan Crow, Baron Mosely, Trish Rojas

1. CALL TO ORDER AND INTRODUCTIONS

Hilda Sanchez called the meeting to order.

2. APPROVAL OF THE MINUTES FROM JULY 15th MEETING

Hilda Sanchez called for the approval of the July 15th meeting minutes. John Sangmeister made a motion to approve the minutes, second by Ron Hodges. All were in favor, none opposed, no abstentions.

3. APPROVAL OF THE MINUTES FROM SEPTEMBER 16th MEETING

Hilda Sanchez called for the approval of the September 16th meeting minutes. She went on to indicate a word correction on page 2, 2nd line. Motion to approve, with changes, came from Ron Hodges, second by Pam Botis. All were in favor, none opposed, no abstentions.

4. BUDGET UPDATE

A. Fiscal Year 2010-11 Update

Esther McCurry provided end-of-year budget overview for last fiscal year. She indicated there was a surplus of \$25,000 that will carry over into FY-2012. Clarification on where it will be allocated was addressed by Kraig Kojian, who indicated – it will go into 'general.' He went on to state that the strategy going forward will be to use less assessment dollars for events as they become self sustaining.

B. Fiscal Year 2011-12 Update

Esther indicated that we are already into the FY-2012 budget. Expenses for New Year's Eve have already been incurred. She went on to speak about the details surrounding New Year's Eve. Kamran Assadi asked about unallocated events. Esther stated it was the desire of this task force to support outside events and an event fund of \$10,000 was therefore built into the FY-2012 budget to support 3rd party events.

5. ACTION ITEM: CONSIDER SPONSORSHIP PROPOSAL FROM LONG BEACH CINEMATHEQUE RE: LONG BEACH ZOMBIE WALK IV

Logan Crow discussed clarifications, updates and time lines with respect to Zombie walk. Dave Ashman directed the conversation to a more macro level as the permitting process had not been completed. However, he indicated that it would be permitted with some adjustments to the plan. A discussion began regarding the criteria and

allocation of funds to events for the purposes of marketing. It was noted that at this late hour, the DLBA would not receive much sponsorship benefit on advertising, as most had already been printed. The concern was then raised that in the past, funds were directed exclusively towards advertising. Kamran Assadi indicated that it may be proper to revisit the actual task force guidelines regarding event funding, and what specifically the monies can be used towards. John Sangmeister made a motion to fund this event in the amount of \$2,500.00, contingent upon the permitting of the event by the city and that the funds go directly towards city services. After further discussion the motion was seconded by Kamran Assadi, and went to vote. The motion was defeated by a vote of 2 for, 5 against. A second motion by Ron Hodges was made to fund the event in the amount of \$5,000.00, with the same contingencies as the previous motion. It was seconded by Michelle Manire and the motion passed with a vote of 5 for and 2 against.

Further discussion regarding dollar allocation to events led to the criteria for proposals to be agenzized for the next meeting. Kraig Kojian spoke directly to the task force standards and stated that they were established and adhered to with reason, and advised everyone to evaluate and review the criteria as a working model, and discuss it at the next meeting. The form, application and criteria are available online for review.

6. SPECIAL EVENTS AND PROMOTIONS UPDATE

A. Downtown Deals

Esther stated that the Downtown Deals are now available for 2011-2012.

B. Halloween Promotion

Esther stated that the DLBA is doing a small Halloween promotion on October 31st – more than 30 businesses are offering specials, with the DLBA supporting with an online presence and with some print advertising. It includes a trivia based scavenger hunt which facilitates patrons hopping from business to business to gather clues.

C. State of the Downtown Update

Esther, following up on a discussion from the last meeting, spoke about how to better deliver our message to our target audience. The decision was made to change the date of the State of Downtown event to the end of January, and mold it into a mixer where the downtown community/businesses can come together and celebrate. It is tentatively set to take place at the Aquarium.

D. New Years Eve – December 31

There is a tentative meeting scheduled for October 26 at 10:30 a.m. with LBPD to discuss security and how to make the event flow in everyone's best interest. The Waterfront event has been extended to begin an hour earlier and end an hour later, and is still free. The Pine event begins at 7pm and will charge \$10 for advance tickets and \$15 at the door. The cover eliminates the concern of overcrowding faced last year. All of the items of concern based on last year have been addressed and as such, this year the event is being treated as a concert.

7. 2012 EVENT CALENDAR

The calendar is set and printed and is being mailed today, along with a magnet version, to every downtown stakeholder. They will also be distributed to residents. A question about the Amazing Race event was raised by Michelle Manire. Esther stated that it will be placed on an agenda in the future to be discussed including a new name for the event.

8. OLD BUSINESS

Ron Hodges brought up concerns regarding The Taste of Downtown, as well as some potential solutions. His concerns were addressed by Esther, concluding that a discussion with the Health Department might be in order. Kraig suggested that Ron take the lead on the discussion with the Health Department and Ron agreed, including Jimmy Loizides for assistance. A suggestion to move the ticket booth was presented which Esther addressed, citing staffing issues with respect to money handling and Aquarium ticket distribution. It is an open issue for further discussion.

9. NEW BUSINESS

Hilda Sanchez stated that this was her last meeting on this task force as she is joining the Executive Committee as Treasurer, which includes sitting on the Finance Committee. Kraig Kojian thanked her for her participation and was joined in applause by the task force.

Baron Mosely mentioned the great job repair crew did on the windows at Z. Gallerie and passed out their cards.

10. PUBLIC COMMENT

None.

11. ADJOURNMENT

Hilda Sanchez adjourned the meeting.