



**DOWNTOWN
LONG BEACH
ALLIANCE**

MEMBERS

Clay Wood (Chair)

Clare Le Bras (V. Chair)

Robert Marquez

Judy Estrada

Isaac Svensson

Alex Escobar

Brendan Le

James Turner

STAFF:

Justine Nevarez
Community Outreach &
Events Manager

SPECIAL EVENTS & SPONSORSHIPS COMMITTEE MINUTES

Thursday, October 10, 2024

10:00 AM

DTLBA Alliance Conference Room

100 W Broadway, Suite 235

Long Beach, CA 90802

Present: Clay Wood, Clare Le Bras, Robert Marquez, Judy Estrada, Alex Escobar, James Turner

Absent: Isaac Svensson, Brendan Le

DTLBA Alliance Staff: Justine Nevarez

1. Call to Order & Introductions – Clay Wood, Chair
[Meeting presentation](#). Called to order at 10:10 AM.
 - The committee meeting begins with introductions from all members (including staff).

2. **ACTION: Approval of Minutes from September 10, 2024 Special Events & Sponsorships Committee Meeting.**
MOTION: 1st: Wood; 2nd: Estrada.
VOTE: None opposed. Turner abstained. Motion passes.

3. STAFF REPORT – Justine Nevarez, Community Outreach & Events Manager
 - a. FY 23-24 Events Recap
 - Nevarez provided a recap of the previous fiscal year’s events including Sip, Shop, & Stroll, Taste of Downtown, Art Walks, and various street closure events. There was a lot of positive feedback from the community.
 - Turner and Nevarez discussed the involvement of volunteers at these events. Nevarez emphasized the importance of volunteers at all upcoming events produced by DTLBA Alliance.
 - b. Microgrant Report
 - The Community Events Microgrant Program is being relaunched this year to continue supporting diverse and inclusive events in the Downtown Long Beach community.
 - The judging panel has selected six events to receive funding for the first round of grants.

4. CHAIRPERSONS REPORT – Wood
 - a. Committee Group Projects Discussion
 - Wood expressed his excitement for the new year and began discussing committee goals.
 - The Committee aims to support Nevarez in the coming year by focusing on sponsorships, recruitment, and business outreach.
 - Wood made note of last year’s committee goals: the Sponsorship Deck and Sip, Shop, and Stroll.
 - Next month, the committee will form small working groups to focus on individual committee goals throughout the year to improve overall event planning and execution.



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5. Old Business
 6. New Business
 7. Public Comment (three minutes on all non-agenda items)
 8. Adjournment
- Adjourned at 11:05 AM.

NEXT SPECIAL EVENTS & SPONSORSHIPS COMMITTEE MEETING:

Thursday, November 14, 2024

10:00 AM

Location: DTLB Alliance Conference Room (100 W Broadway, Suite 235)

***Mission: Cultivate, preserve, and promote a healthy, safe
and prosperous Downtown for all***

All meetings held by the Downtown Long Beach Alliance 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 public agencies conduct business openly. E-Mail correspondence regarding agenda items can be directed to info@dtlb.org. Agenda items may also be reviewed as posted in public view at the DTLB Alliance offices or at City Hall. If special accommodation is desired pursuant to the Americans with Disabilities Act, please make your request by phone to (562) 436-4259, by noon the day prior to the meeting.