



**DOWNTOWN
LONG BEACH
ALLIANCE**

MEMBERS

Robert Marquez, Chair

Amy Chambers, V. Chair

Rhonda Love

Claudia Ayala

Judy Estrada

Silissa Uriarte Smith

Clay Wood

Jennifer Totah-Wolfe

Greg Beck

STAFF

James Ahumada, Sr. VP &
Deputy CEO

Stew Stephens,
Programming Assistant

**SPECIAL EVENTS & SPONSORSHIP COMMITTEE
MINUTES**

Wednesday, October 18, 2023
3:00 PM

DLBA Conference Room
100 W Broadway, Ste 120
Long Beach, CA 90802

Voting Present: Robert Marquez, Amy Chambers.

Voting Absent: Judy Estrada, Clay Wood, Claudia Ayala, Jennifer Totah-Wolfe, Greg Beck.

DLBA Staff: Stew Stephens, James Ahumada

Guests: Rhonda Love, Silissa Uriarte-Smith (Pre-Voting).

1. CALL TO ORDER and INTRODUCTIONS – Robert Marquez, Chair.
[Meeting Presentation](#). Called to order 3:06 PM.
2. **ACTION 1: Approve minutes from [September 12, 2023](#) Special Events & Sponsorship Committee Meeting.**
VOTE: 1st: Chambers; 2nd: Marquez.
MOTION: None opposed. No abstentions. Motion Passes.
ACTION 2: Approval of FY23-24 Committee Projects.
VOTE: 1st: Chambers; 2nd: Marquez.
MOTION: None opposed. No abstentions. Motion Moved.
3. STAFF REPORT – James Ahumada, Sr VP & Deputy CEO
 - a. Review of DLBA Strategic Plan
 - b. Update on Events & Programs
 - Ahumada updated the group about the Economic Development team and CEO’s trip to Glendale to look at some vending pop-up hosts. Ahumada also reviewed the strategic goals for FY23-24 and reminded the group to review for future developments. The group considered the success of the Date night on Pine event, suggesting that future signage reflect that the event is Free and make the check-in stations more clear/official. Marquez asked about using the DLBA kiosk as an entry point. There is some possibility the mayor’s team will want to repeat this event in both the downtown area and other areas/districts around the city. During the event, 15 families utilized Scholars Collective for childcare.
 - The group was updated about the Community Microgrants Programs. Smith asked if the committee should reevaluate how the recipients are informed and chosen. Smith proposed a more diverse group of informational events. Statistics were reviewed: 19 microgrants offered, capped at \$4000 total. Smith recommended the next round be more spread out throughout the year (on a quarterly basis). Ahumada informed the committee that the next round of microgrants will be decided on March 31, 2024 with applications likely being accepted in December 2023 and January 2024. Love asked about the deliverables of this program and how the committee intends to utilize future events to create relationships and build connections for potential microgrant recipients.
4. CHAIRPERSONS REPORT – Marquez
 - a. Discussion of Potential FY 23-24 Committee Projects
 - b. Discussion of FY 23-24 Project Milestones
 - Marquez updated the group on the layover projects from FY22-23 to give more development this coming year. The committee discussed the Sponsorship Deck to



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create a database of target clients. Love addressed and offered to introduce Comerica bank connections (and other organizations, corporations) interested in being involved with the sponsorship process, but Ahumada affirmed DLBA CEO will make the big asks. The group wanted to carry over the database for the new FY to look at sponsors/givings per event as a metric for review. The language for this should emphasize year-round programming in addition to events. Ahumada discussed if these potential corporate sponsors want more visual branding on DLBA signage around town (an offering of DLBA controllable assets).

- The group agreed the sponsorship deck should exceed one individual event. Additionally, the group decided that raising funds/sponsorships for events will be part of an event-specific sponsorship deck vs. DLBA-wide sponsorships. Ahumada will get numbers regarding givings. This group intends to spearhead the model creation process for other committees/programs to utilize. Ahumada informed the group that as the 501(c)3 develops, sponsorships may be more forthcoming (esp. if Celebrate Downtown can become a future fundraising opportunity).

5. OLD BUSINESS

6. NEW BUSINESS

- The group suggested the development of a digital and physical brochure/directory identifying good spaces for event planners looking to hold events or film in DTLB. Love recommended creating a showcasing mixer, potentially a good project for the final activities goals.
- Chambers addressed the difficulty in supporting retail businesses with collaborative special events, as opposed to just food & drink, and requests further research to review whether this plan is continued or cut from the project goals. Love also suggested considering this for art, culture, and gallery events (such as Buskerfest). Marquez offered that if the group completes 1 of 3 goals early, a 4th can be considered.
- The group agreed to focus on what constituencies are under-represented by events to better serve these groups and to emphasize cross-committee collaborations specifically with Placemaking.

7. PUBLIC COMMENTS (three minutes on all non-agenda items)

8. ADJOURNMENT

Adjourned at 4:15 PM

NEXT SPECIAL EVENTS COMMITTEE MEETING:

Tuesday, November 14, 2023

9:30 AM

CANCELLED

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

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