



**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, November 14, 2024

10:00 AM

### DTLB Alliance Conference Room

100 W Broadway, Suite 235

Long Beach, CA 90802

**Present:** Clay Wood, Clare Le Bras, Robert Marquez, Judy Estrada, Alex Escobar, Michael Vitug

**Absent:** Isaac Svensson, Brendan Le, James Turner

**DTLB Alliance Staff:** Justine Nevarez

1. Call to Order – Clay Wood, Chair  
[Meeting presentation](#). Called to order at 10:06 AM.
2. **ACTION: Approval of Minutes from October 10, 2024 Special Events & Sponsorships Committee Meeting.**  
**MOTION:** 1<sup>st</sup>: Wood; 2<sup>nd</sup> Vitug.  
**VOTE:** None opposed. No abstentions. Motion passes.
3. STAFF REPORT – Justine Nevarez, Community Outreach & Events Manager
  - a. DTLB Art + Design Walk Recap
    - Nevarez provided an overview of the largest Art and Design Walk to date, featuring over 40 locations. Despite challenges with coordination and artist participation, it was a successful event, sponsored by Long Beach Transit.
    - A Long Beach Transit bus wrapped with the new "Opposite of Ordinary" design was used for free transportation.
    - The Committee discussed the importance of condensing the event for a more concentrated and efficiently managed experience.
  - b. DTLB Pre-Holiday Bar Crawl Preview
    - The DTLB pre-holiday bar crawl will take place on November 21. Nevarez shared details about participating bars and the event's structure, noting the involvement of the Downtown Residential Council (DRC) as a partner.
  - c. Microgrant Report
    - The Friday Night FAHM event featured Filipino food, crafts, DJs, and a Makers Market, and it attracted a strong turnout.
    - The LB Vintage event included a live mural painting by Lajon Miller and pop-up shops, with positive feedback from participants.
    - Upcoming micro grant events include a children's orchestra class, the Winter in Wilmore holiday market, and the launch of the Visit Long Beach safe spaces directory.



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4. CHAIRPERSONS REPORT – Wood

a. Committee Group Projects Discussion Continued

- Nevarez outlined the three committee group projects for the year:
  1. Goal 1 – Sponsorship outreach with footwork and phone calls
  2. Goal Two – Vendor outreach
  3. Goal Three – Bringing more events to downtown
- The Committee discussed challenges with vendor outreach for events like Taste of Downtown and emphasized the need for early engagement to secure participation.
- The Committee highlighted the importance of reducing friction for event organizers and finding alternative locations to ensure smoother event execution.
- Smaller working groups will be formed next month to focus on each goal and improve event planning throughout the year.

5. Old Business

6. New Business

7. Public Comment (three minutes on all non-agenda items)

8. Adjournment

Adjourned at 11:06 AM.

**NEXT SPECIAL EVENTS & SPONSORSHIPS COMMITTEE MEETING:**

**Thursday, December 12, 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](mailto: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.