

# DTLB Alliance

# Special Events & Sponsorship

## November 14, 2024

DTLB Alliance Conference Room



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

## I. CALL TO ORDER – Clay Wood, Chair

### Members:

Clay Wood (Chair), Clare Le Bras (Vice Chair), Robert Marquez, Judy Estrada, Isaac Svensson, Alex Escobar, Brendan Le, James Turner, Michael Vitug

### DTLB Alliance Staff:

Austin Metoyer, President & CEO

Justine Nevarez, Community Outreach & Events Manager

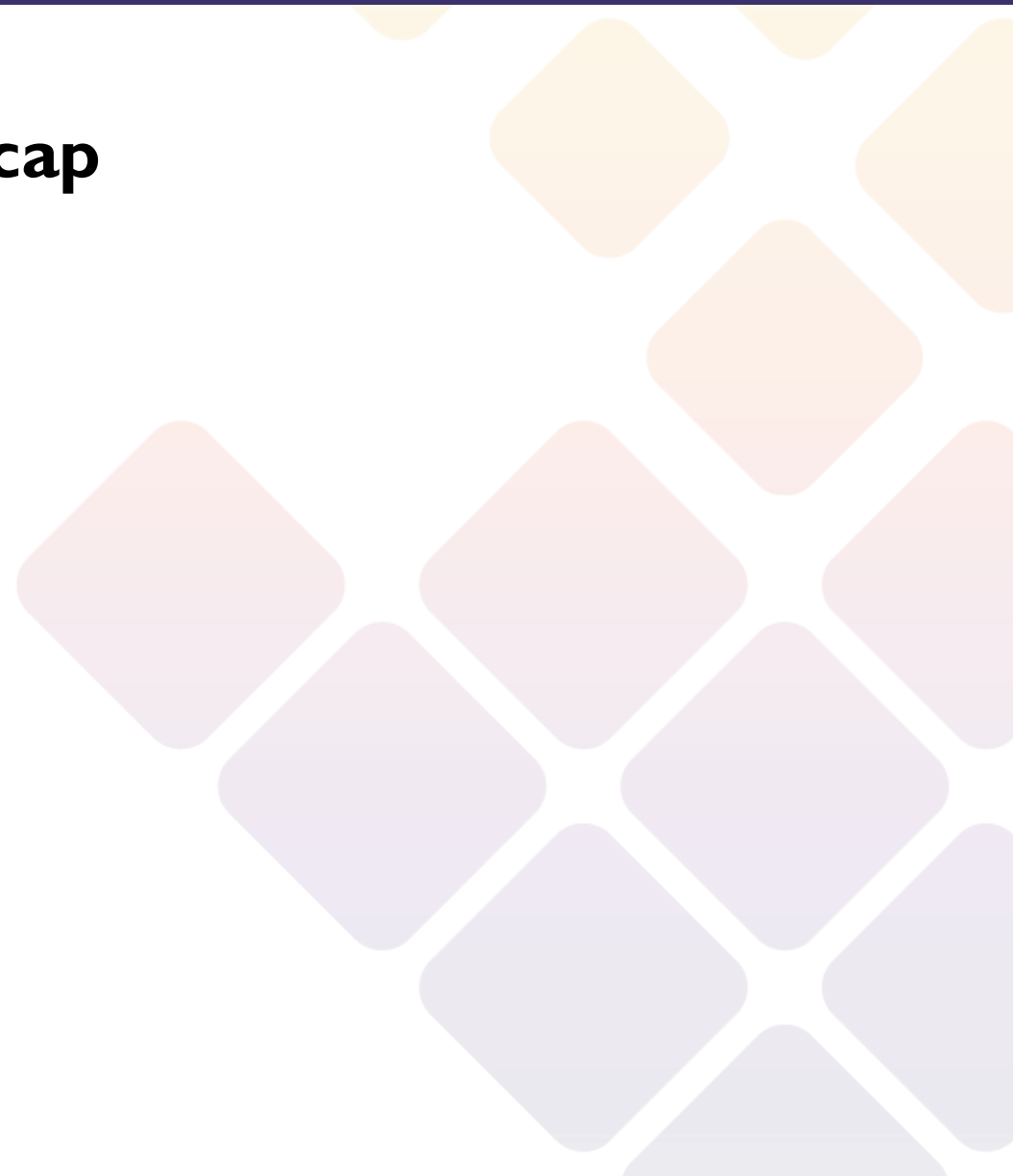
- 2. ACTION ITEM:** Approve minutes from October 10, 2024 Special Events & Sponsorship Committee Meeting

# Staff Report



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## **3a. DTLB Art + Design Walk 10/12 Recap**



## **3b. DTLB Pre-Holiday Bar Crawl | 11/21 Preview**



## 3c. Microgrant Report

- Awardees: October 1, 2024 – March 30, 2025
  - **Fri. 10/18 6-10pm - Friday Night FAHM**
    - [instagram](#)
  - **Sat. 10/26 12-4pm - LB Vintage Pop-up**
  - Sun. 10/27, 11/2, 12/8 11am - MSLMO Concert Series
  - Sat. 12/7 5-9pm - Winter in Willmore
  - Sat. 1/25 2-5pm - Safe Spaces Directory Launch
  - Sun. 2/22 11am-2pm- Project XLB Community Health Day

# Chairperson Report



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



## **4a. Chairperson's Report – Wood**

- Committee Group Projects Discussion - CONTINUED

## **Goal #1: Identify & Recruit Sponsors to Help Cover Costs of Events**

- Update [sponsorship deck](#)
- Research companies that sponsor & keep a [database](#)
- Make contact then introduce DTLB Alliance staff

## **Goal #2: Business Outreach Assistance**

- Assist DTLB Alliance staff with recruiting businesses to participate in events
- Survey businesses and answer questions to gain their participation

## **Goal #3: Bring More Events to DTLB**

- Brainstorming session

**ACTION ITEM:** Approval of Special Events & Sponsorships Committee  
Group Projects

5. OLD BUSINESS

6. NEW BUSINESS

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

8. ADJOURNMENT