



**DOWNTOWN
LONG BEACH
ALLIANCE**

MEMBERS

Clare Le Bras (Chair)

Alex Escobar (V. Chair)

Robert Marquez

Judy Estrada

Jess Evans

Brendan Le

Shawnese Armstrong

Michele Valencia

Michael Vitug

STAFF:

Austin Metoyer
President & CEO

Rodrigo Rodarte
Sr. Placemaking & Activations
Manager

Koda Strider
Administrative Services
Coordinator

100 West Broadway, Ste 235
Long Beach, CA 90802
T: 562.436.4259

SPECIAL EVENTS & SPONSORSHIPS COMMITTEE MINUTES (Special Committee Meeting)

Thursday, December 11, 2025
10:00 AM

DTLB Alliance Conference Room

100 W Broadway, Suite 235
Long Beach, CA 90802

Present: Alex Escobar, Robert Marquez, Judy Estrada, Jess Evans, Brendan Le, Shawnese Armstrong, Michele Valencia, Michael Vitug

Absent: Clare Le Bras

DTLB Alliance Staff: Austin Metoyer, Rodrigo Rodarte, Koda Strider

Guests: N/A

1. Call to Order – Alex Escobar, V. Chair
Called to order at 10:04 AM.
2. **ACTION:** Approval of [Minutes from September 11, 2025 Special Events & Sponsorships Committee Meeting](#).
MOTION: 1st: Escobar; 2nd: Vitug.
VOTE: None opposed. No abstentions. Motion passes.
3. STAFF REPORT – Austin Metoyer, President & CEO
 - a. Introduction of New Staff
 - i. New staff member Rodrigo Rodarte introduced himself, sharing his background in placemaking, community programming, and event management, and emphasized a collaborative, community-input-driven approach to future downtown events and activations.
 - ii. Discussion noted the committee's current transition period (with Justine Nevarez on leave) and the intent to formally regroup, gather feedback, and begin shaping goals for the upcoming year.
 - b. Recap of Meet & Greet
 - i. On December 9, there were two feedback sessions held to gather community input on downtown events, connectivity, marketing, and overall vibrancy.
 - ii. Key themes included need for better event awareness, centralized information/resources, and fostering a stronger "neighborhood feel" downtown.
 - iii. Suggestions included improved marketing materials, clearer event guides/calendars, and stronger coordination among businesses.
 - c. 25-26 Events Calendar Overview
 - i. Tentative discussion of potential FIFA World Cup watch-party activations, including possible Pine Ave street closures and related programming.
4. CHAIRPERSON'S REPORT – Escobar / Metoyer
 - a. Committee Group Projects Discussion
 - i. Discussion focused on marketing, wayfinding, and informational resources to better promote downtown events and businesses.
 - ii. Ideas included visitor guides, improved signage/directories, business outreach, and aligning future committee goals once prior objectives are reviewed.



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5. Old Business
 6. New Business
 7. Public Comment (three minutes on all non-agenda items)
 8. Adjournment
- Adjourned at 11:04 AM.

NEXT SPECIAL EVENTS & SPONSORSHIPS COMMITTEE MEETING:

Thursday, February 12, 2026

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.