



**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

Justine Nevarez,
Community Outreach &
Events Manager

James Ahumada, Sr. VP &
Deputy CEO

Stew Stephens,
Programming Assistant

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SPECIAL EVENTS & SPONSORSHIP COMMITTEE MINUTES

Tuesday, December 12, 2023

9:30 AM

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

Voting Present: Amy Chambers, Rhonda Love, Judy Estrada, Silissa Uriarte-Smith, Clay Wood, Jennifer Totah-Wolfe, Greg Beck.

Voting Absent: Robert Marquez, Claudia Ayala.

DLBA Staff: Stew Stephens, Justine Nevarez.

Guests: None.

1. **CALL TO ORDER** and **INTRODUCTIONS** – Robert Marquez, Chair. [Meeting Presentation](#). Called to order 9:33 PM.
2. **ACTION I: Approve minutes from [October 18, 2023](#) Special Events & Sponsorship Committee Meeting.**
VOTE: 1st: Estrada; 2nd: Uriarte-Smith.
MOTION: None opposed. Beck Abstains. Motion Passes.
3. **STAFF REPORT** – Justine Nevarez, Community Outreach & Events Manager
 - a. 2024 Events Calendar
 - b. Microgrants Report
 - Nevarez updated the group with a preview of the coming year's events calendar. Some of these updates include Celebrate DT being moved to April due to weather concerns in past years. Nevarez discussed the coming Sip & Saunter (name pending?) retail event, which will be less food & beverage focused and hopes to bring more visibility/community to retailers in the East Village. Nevarez informed the group that DLBA is hoping to secure street closures for the year's Taste of DT event series. Other potential event ideas that were pitched include a summer solstice yoga & spin class, full group bike rides, etc. The group considered forgoing July events due to poor attendance in past years. The roller discos have been successful, and they will be reconsidered for future years. Uriarte-Smith offered to facilitate a connection between DLBA Sponsorships and a SoCal Edison contact to garner fundraising support for a potential drone show in 2024 (NYE – in place of fireworks).
 - The group looked at the completed and upcoming microgrants events (within the current grant cycle). The committee discussed expanding sponsorship for Mani-Fest & Banjee Ball Voguing Contest. Chambers asked if these were winners from the October run of grants, which Nevarez explained had 11 winners. They are waiting on post-event grant event reports. The group reviewed the microgrant event descriptions in the green block Microgrant document and explored when we will begin taking applications for the April – September run of grants. Uriarte-Smith recommends the committee advance its own timeline so as not to wait for the Port of LB which released its notifications very late in previous years.
4. **CHAIRPERSONS REPORT** – Marquez
 - a. Discussion of Potential FY 23-24 Committee Projects
 - Chambers offered a report on the extension of the Sponsorship deck for recruiting (noting the events budget may be shrinking). The committee discussed the Venue Directory which is wrapping up development. This project turned out to be more work



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than was initially expected. It requires gathering contact info to get more from the venues. The group agreed to expand this to parks, rooftops, and other locations not traditionally considered venue but spaces amenable to events. The goal of this would be to give event organizers a comprehensive list of spaces/places to host events in DT (important info: capacity, amenities, liquor licensure, etc). This is intended to encourage more activations through an events push. The committee also wants to Add the Bembridge House to this list.

- The group reviewed what 3 or 4 project goals had been explored in the October meeting. The committee decided on several goals: #1 – expanding sponsorship recruiting efforts (aimed at reviewing underdeveloped constituencies & a general fundraising refocus); # 2 – completion and distribution of the venue directory; and #3 – new event development (including Sip & Saunter).
- Present committee members ranked their interest as follows:
 - Chambers: 2, 3, ~
 - Love: 1, 2, 3
 - Estrada: 3, 2, 1
 - Uriarte-Smith: 1, 3
 - Wood: 3
 - Totah-Wolfe: 3
 - Beck: 2, 3

ACTION 2: Approval of FY 23-24 Committee Projects

VOTE: 1st: Love; 2nd: Chambers.

MOTION: None Opposed. No Abstentions. Motion Passes.

b. Discussion of FY 23-24 Project Milestones

- Discussion of Milestones was moved to the next meeting.

5. OLD BUSINESS

- Love updated the group on the October Artwalk, which was a huge success. Love asked the group to continue promoting the upcoming January, April, and July Artwalks as an attendance push would only help the events. This should be connected to the marketing committee's media campaigns. Estrada also recommends we utilize the circuit shuttle to expand support to the North Pine neighborhood who is interested in being involved. This would help bridge the two disconnected DT neighborhoods.

6. NEW BUSINESS

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

8. ADJOURNMENT

Adjourned at 10:32 AM

NEXT SPECIAL EVENTS COMMITTEE MEETING:

Tuesday, January 9, 2024

9:30 AM

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

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