

DLBA Special Events & Sponsorship

December 12, 2023

DLBA Conference Room



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

I. CALL TO ORDER – Robert Marquez, Chair

Members:

Robert Marquez (Chair), Amy Chambers (Vice Chair), Claudia Ayala, Greg Beck, Judy Estrada, Rhonda Love, Silissa Uriarte Smith, Jennifer Totah-Wolfe, Clay Wood

DLBA Staff:

Austin Metoyer, President & CEO
Justine Nevarez, Community Outreach & Events Manager
Stew Stephens, Programming Assistant

- 2. ACTION ITEM:** Approve minutes from September 12, 2023 Special Events & Sponsorship Committee Meeting

Staff Report



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3a. Preview of 2024 Events Calendar

	DT-WIDE EVENT	DLBA EVENT	SPONSOR	ACTIVATION
OCTOBER				Art Walk - DT
NOVEMBER			Dia De Los Muertos	
DECEMBER			Winterfest	Roller Disco - Mosaic
JANUARY	MLK Parade (1/13)	New Years Eve Fireworks - WF (12/31)		Art Walk - DT (1/13)
FEBRUARY	Cali Vibes (2/16-18)			Date Night (2/15)
MARCH				Roller Disco - Mosaic
APRIL	Grand Prix (4/19-21)	Celebrate - Lincoln Park (4/11)		Art Walk - DT (4/13)
MAY	Pride (5/19)	Sip & Saunter- EV (5/11)	Bike Fest (Fri 5/3?)	
JUNE	Day Trip (6/22-23)	Taste - Pine (6/12-13); Summer Solctice ride (6/20)	Juneteenth (Sat 6/15)	Roller Disco - Mosaic
JULY	Midsummer Scream (7/27-28)			Art Walk - DT (7/13)
AUGUST	TBD large event (8/17-18)	Taste - WF (8/14-15)	LB Walls (date TBD)	
SEPTEMBER	TBD large event (9/14-15)			Roller Disco - Mosaic
OCTOBER	LB Marathon (10/6)			
NOVEMBER	TBD large event (11/22-23), complexcon (11/23-24), TBD large event (11/29-30)		Dia de los Muertos (Sat 11/2?)	
DECEMBER		NYE Drone Show!		

3b. Microgrants Report

- Completed:
 - Spooky Saturday 10/23
 - Under 250 attendees
 - ADDSTEAM Innovation Summit 10/26-27
 - Under 250 attendees; California Legislative Science Fellow and CA Assembly member attendance. Raised money for fellowships. Four new corporate partnerships to potentially hire our scholars.
 - ArtBar LB 11/9
 - ManiFEST 11/11
 - Banjee Ball 10 Year Anniversary 12/2
 - 250 attendees; Cash prizes awarded. Incredible performances!
 - Musique Sur La Mer-ry Holiday Concert 12/10
- Upcoming:
 - Winter in Willmore 12/16
 - Cat Lady Drag Bingo 1/6
 - KLBP Live Street Event January
 - Madly Film Screening & Benefit 2/6
 - When Art Happens 3/23

Chairperson Report



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4a. Chairperson's Report – Marquez

- Discussion of Potential FY23-24 Committee Projects
 1. Recruit Sponsors:
 - A. Revamp Sponsorship Deck
 - B. Recruit Sponsors for DLBA Signature Events & Programs
 2. Venue Directory:
 1. Develop a Venue Directory for Prospective Organizers & Promoters
 2. Distribute & Promote Directory

RECOMMENDED ACTION ITEM: Approve FY 23-24 Committee Projects

4b. Discussion of FY 23-24 Project Milestones



5. OLD BUSINESS

6. NEW BUSINESS

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

8. ADJOURNMENT