



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

### MEMBERS

Rob Marquez, Chair

Amy Chambers, V. Chair

Rhonda Love

Judy Estrada

Silissa Uriarte-Smith

Clay Wood

Claudia Ayala

Jennifer Totah-Wolfe

Greg Beck

### STAFF:

Stew Stephens  
Programming Assistant

Justine Nevarez  
Community Outreach &  
Events Manager

James Ahumada  
Vice President & Deputy  
CEO

## SPECIAL EVENTS & SPONSORSHIPS COMMITTEE MINUTES

January 9, 2024  
9:30 AM

### DLBA Conference Room

100 W Broadway, Suite 120  
Long Beach, CA 90802

**Voting Present:** Rhonda Love, Judy Estrada, Silissa Uriarte-Smith, Claudia Ayala, Jennifer Totah-Wolfe, Greg Beck.

**Voting Absent:** Robert Marquez, Amy Chambers, Clay Wood.

**DLBA Staff:** Stew Stephens, Justine Nevarez.

**Guests:** None.

1. Call to Order – Rhonda Love, Standing Chair in the absence of Chair & V. Chair  
**Meeting Presentation.** Called to order 9:37 AM.
2. **ACTION: Approval of Minutes from [December 12, 2023 Special Events & Sponsorships Committee Meeting.](#)**  
**VOTE: 1<sup>st</sup>: Uriarte-Smith; 2<sup>nd</sup>: Love.**  
**MOTION:** None opposed. No Abstentions. Motion Passes.
3. STAFF REPORT – Justine Nevarez, Community Outreach & Events Manager
  - Microgrants Report
  - Roller Disco Recap
  - NYE Recap
  - Date Night Preview
  - Nevarez updated the committee on recent events, including Winter in Wilmore, which was a great success. This event had lots of social media engagement and was well promoted and received. After their first event, the Cat Lady Drag event has been asked to return to Ficklewood due to great success raising money for cat adoption. Nevarez also updated the group about the success of the winter roller disco, which, despite conflicting events in other parts of the city, fared well and saw high numbers in attendance for the holiday themed roller event. NYE was another success thanks to the many sponsors, fireworks team, the Port of LB and Shoreline Village. Nevertheless, this will likely be DLBA's final fireworks show due to environmental limitations and rising licensure costs. The hope of the committee and its manager was that a drone show may be used in future NYE events, for which Uriarte-Smith agreed to contact an SCE representative who may be able to secure sponsorship for these intended purposes.
  - Regarding upcoming events, Nevarez told the committee about a KLBP street event on 1/20, which Uriarte-smith also confirmed has improved their radio signal in recent months. Nevarez informed the group about the next Date Night on Pine on 2/14. The mayor exhibited great enthusiasm for the previous Date Night event and this led to further initiatives to prioritize another similar event for Valentine's Day. The group wants to find ways to improve the check-in process, making it more streamlined. Beck asked how the alcohol sales for this event work, to which Nevarez responded that it involves a revenue split wherein the companies donate staff/supply and spread-out



## DOWNTOWN LONG BEACH ALLIANCE

### MEMBERS

Rob Marquez, Chair

Amy Chambers, V. Chair

Rhonda Love

Judy Estrada

Silissa Uriarte-Smith

Clay Wood

Claudia Ayala

Jennifer Totah-Wolfe

Greg Beck

### STAFF:

Stew Stephens  
Programming Assistant

Justine Nevarez  
Community Outreach &  
Events Manager

James Ahumada  
Vice President & Deputy  
CEO

100 West Broadway, Ste 120  
Long Beach, CA 90802  
T: 562.436.4259

alcohol revenue at wholesale prices. Beck offered Sake Secret alcohol for a future event which is greatly appreciated. One issue this model proposes is that with so many events we do not want to place that burden on the same companies repeatedly, but rather try to ask different companies each time. Other things to improve upon from the previous Date Night event are a lack of blankets and heaters for Feb.'s event.

- The rough dates for the next round of Microgrants were discussed, targeting a period of events that fall between April 1<sup>st</sup> – Sept. 30<sup>th</sup>. Nevarez confirmed that there will be a greater focus for summer events compared to winter events. One recipient of a previous round of microgrants was forced to cancel their event and asked to apply the money to another event, which the DLBA declined to ensure the funds could be used by another applicant, but urged them to consider applying for a future round of microgrants. Uriarte-smith recommended that we specify in the grant application language that the funds received are not transferable.

#### 4. CHAIRPERSONS REPORT - Marquez

- Discussion of FY 23-24 Project Milestones
- **RECOMMENDED ACTION:** Approval of FY 23-24 Project Milestones  
**VOTE:** None.  
**MOTION:** Motion Struck from the agenda.
- The committee discussed the different group project reports which are as follows:
  - Group 1 – Sponsorship Recruitment
  - Group 2 – Venue Directory
  - Group 3 – Retail Event Development
- These projects will also be accompanied by a milestone calendar for each, so each group can track its progress and set viable goals for the year.
- Group 1 – The first major DLBA event of 2024 will be Celebrate DT in April. This event will have a tight deadline for achieving sponsorship goals, so Uriarte-Smith recommended calling out and speaking with people as a great means of engaging individuals and reps. Love asked if we can tap Comerica Bank soon as they are still interested in sponsoring something, and we don't want to lose that opportunity. Nevarez informed the group that we are now accepting money and sponsorships from non-DT businesses which is new for the organization, so we should be able to start working with Comerica. Uriarte-Smith mentioned that when asking for funds from the Port of LB, we should attempt to ask for more as they have recently begun offering less than what is asked for.
- Group 2 – The venue directory will need to adhere to the milestone calendar closely to ensure each step proceeds as it should. The Information gathering aspects of this project will be essential to accurate drafts. One goal may be to push this directory's completion to around the time of the Summer event series. This means sub-committee members will need to participate in open houses and venue tours as soon as possible to begin compiling details. Beck recommends that the database includes specifications for the types of businesses to include events of all sizes including smaller, more intimate events. Love asked if this directory will lead to a reservation platform to ensure easy access, but the group was unsure if this would be possible for the scope of the project. Nevarez also wanted to include a call for venues to be included if interested.



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

**MEMBERS**

Rob Marquez, Chair

Amy Chambers, V. Chair

Rhonda Love

Judy Estrada

Silissa Uriarte-Smith

Clay Wood

Claudia Ayala

Jennifer Totah-Wolfe

Greg Beck

**STAFF:**

Stew Stephens  
Programming Assistant

Justine Nevarez  
Community Outreach &  
Events Manager

James Ahumada  
Vice President & Deputy  
CEO

100 West Broadway, Ste 120  
Long Beach, CA 90802  
T: 562.436.4259

- Group 3 – The retail event development will use the template from San Luis Obsipo to create a Sip & Saunter type event for Long Beach. The name for the potential retail event is still pending. Nevarez is interested in a briefing w/ the East Village Retail Business owners to see what they want and help educate them about the logistics for an event like this. Retailers will have an opportunity to host a food/drink vendor to keep business within the space while people browse. One date that has been proposed for this type of retail event is May 5<sup>th</sup>, which could be marketed as an opportunity to buy for Mother's Day.

5. Old Business

- Love reminds the group to come and support the upcoming Artwalk which will have several amazing music performances in addition to the art available on site.

6. New Business

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

8. Adjournment

Adjourned 10:40 AM

**NEXT SPECIAL EVENTS COMMITTEE MEETING:**

**Tuesday, February 13, 2024**

**9:30 AM**

**Location: DLBA 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@dlba.org](mailto:info@dlba.org). Agenda items may also be reviewed as posted in public view at the DLBA 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.