



**DOWNTOWN
LONG BEACH
ALLIANCE**

MEMBERS

Clay Wood (Chair)

Clare Le Bras (V. Chair)

Robert Marquez

Judy Estrada

Isaac Svensson

Alex Escobar

Brendan Le

James Turner

Michael Vitug

STAFF:

Justine Nevarez
Community Outreach &
Events Manager

Irene Presentine
Programming Assistant

SPECIAL EVENTS & SPONSORSHIPS COMMITTEE MINUTES

Thursday, January 9, 2025
10:00 AM

DTLB Alliance Conference Room

100 W Broadway, Suite 235
Long Beach, CA 90802

Present: Clay Wood, Clare Le Bras, Judy Estrada, Alex Escobar, Brendan Le, James Turner

Absent: Robert Marquez, Isaac Svensson, Michael Vitug

DTLB Alliance Staff: Justine Nevarez, Irene Presentine

1. Call to Order – Clay Wood, Chair
[Meeting Presentation](#). Called to order at 10:02AM.
2. **ACTION:** Approval of [Minutes from December 12, 2024 Special Events & Sponsorships Committee Meeting](#).
MOTION: 1st: Estrada; 2nd: Le.
VOTE: None opposed. No abstentions. Motion passes.
3. CHAIRPERSONS REPORT – Wood
 - a. Committee Project Groups
 - i. Recruit Sponsors: Clay, James, Alex
 - Goal 1: Identify and recruit sponsors to help cover costs of events
 - ii. Outreach Assistance: Alex, Rob, Isaac, Clare
 - Goal 2: Assist DTLB Alliance staff with recruiting businesses to participate in events
 - March 15th St. Paddy's + Bike Fest has been **cancelled**.
 - iii. Event Organizers: Judy, Michael, Brendan
 - Bring more events to DTLB
 - Events that have arrived at DTLB include Taco & Tequilla Fest, KCRW Summer Nights, LA Design District, LB Walls
 - Potential events include 626 Night Market, KROQ's Secret Summer Concert Series
 4. STAFF REPORT – Justine Nevarez, Community Outreach & Events Manager
 - a. DTLB Dry January Mocktail Crawl (1/16)
 - i. Discussion of Mocktail Crawl prompted questions and concerns about the challenges of securing permits and the need for a centralized permit system.
 - b. DTLB Art + Design Walk (2/8)
 - i. There is an open call for the design district event and a need for more artists to participate.
 - c. Microgrant Report
 - i. The microgrant report has been **discontinued** due to its high workload and lack of consistent impact
 - ii. Budget will be reallocated to support DTLB Alliance desired events with proven community impact.
 5. Old Business
 6. New Business



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- a. Justine mentions there is a need for volunteers at the upcoming MLK Jr. Day event.
7. Public Comment (three minutes on all non-agenda items)
8. Adjournment
Adjourned at 10:59AM.





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NEXT SPECIAL EVENTS & SPONSORSHIPS COMMITTEE MEETING:

Thursday, February 13, 2025

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.