



**DOWNTOWN
LONG BEACH
ALLIANCE**

MEMBERS

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

Crystal Angulo Garcia
Events Contractor

Koda Strider
Administrative Services
Coordinator

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

SPECIAL EVENTS & SPONSORSHIPS COMMITTEE MINUTES

Thursday, February 12, 2026

10:00 AM

DTLB Alliance Conference Room

100 W Broadway, Suite 235

Long Beach, CA 90802

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

Absent: Michael Vitug

DTLB Alliance Staff: Austin Metoyer, Rodrigo Rodarte, Crystal Angulo Garcia, Koda Strider

Guests: N/A

1. Call to Order – Alex Escobar, V. Chair
[Meeting Presentation](#). Called to order at 10:05 AM.
2. **ACTION: Approval of [Minutes from December 11, 2025 Special Events & Sponsorships Committee Meeting](#).**
MOTION: 1st: Le; 2nd: Valencia.
VOTE: None opposed. No abstentions. Motion passes.
3. STAFF REPORT – Rodarte / Metoyer
 - a. Event Recap of Events to Date
 - i. Jan. 17: DTLB Live! @ Promenade – 1,600 attendees, 4 participating businesses, sponsored by Port of Long Beach.
 - ii. Feb. 1: Warped Tour Block Party @ Promenade – 3,500 attendees, 5 participating businesses, sponsored by Insomniac
 - iii. Feb. 3: Paws on the Promenade.
 - b. Overview of 25-26 Events Calendar
 - i. Feb. 14: DTLB Art + Design Walk
 - ii. Feb. 21: DTLB Live!
 - iii. Mar. 21: DTLB Live!
 - iv. Mar. 21-22: KASSO Fest
 - v. Apr. 11: DTLB Art + Design Walk
 - vi. Apr. 17-19: Grand Prix
 - vii. Apr. 18: DTLB Live!
 - viii. May 16: DTLB Live!
 - ix. May 16-17: Long Beach Pride
 - x. May 1: Gateway to Pride
 - xi. Jun. 12-27: World Cup Watch Parties with 8 major activations
 - xii. Jun. 20: DTLB Live!
 - xiii. Jul. 11: DTLB Art + Design Walk
 - xiv. Jul. 18: DTLB Live!
 - xv. Aug. 15: DTLB Live!
 - xvi. Aug. 22: Taste of Downtown
4. CHAIRPERSON'S REPORT – Escobar / Rodarte / Metoyer
 - a. Committee Group Projects Discussion
 - i. Goal 1: Sponsorships & Fundraising
 - I. Upcoming Alliance events (DTLB Live!, Taste of Downtown, Fright Fest, etc.) were identified as opportunities to pursue sponsorships and fundraising.

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2. The committee discussed aligning future Alliance-hosted programming with major upcoming events such as the World Cup and Olympics, including potential fan zones or watch parties downtown.
 3. Members noted the importance of clearly defining benefits and opportunities for sponsors, building relationships with potential sponsors, and leveraging event attendance data and marketing metrics as key strategies for outreach.
 4. A sponsorship subcommittee was formed to further develop strategy and opportunities, consisting of Escobar, Marquez, Estrada, and Armstrong, with Escobar serving as lead.
- ii. Goal 2: Volunteer Program & Engagement
1. The committee discussed improving the Alliance’s volunteer program by increasing visibility of sign-up opportunities, enhancing communication with volunteers, and exploring incentives such as swag or event perks to encourage participation.
 2. Volunteer support was noted as important for upcoming events, conferences, and future large-scale opportunities such as World Cup-related activities.
 3. A volunteer subcommittee was formed to focus on recruitment and engagement strategies, consisting of Valencia, Le, and Evans, with Valencia serving as lead.

5. Old Business
6. New Business
7. Public Comment (three minutes on all non-agenda items)
8. Adjournment
Adjourned at 11:00 AM.

NEXT SPECIAL EVENTS & SPONSORSHIPS COMMITTEE MEETING:

Thursday, March 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.