



**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

February 13, 2024
9:30 AM

DLBA Conference Room

100 W Broadway, Suite 235
Long Beach, CA 90802

Voting Present: Robert Marquez, Amy Chambers, Judy Estrada, Silissa Uriarte-Smith, Clay Wood, Greg Beck.

Voting Absent: Rhonda Love, Claudia Ayala, Jennifer Totah-Wolfe.

DLBA Staff: Stew Stephens, Justine Nevarez, Austin Metoyer.

Guests: None.

1. Call to Order – Robert Marquez, Chair
[Meeting Presentation](#). Called to Order at 9:42 AM.
2. **ACTION: Approval of Minutes from [January 9, 2024 Special Events & Sponsorships Committee Meeting](#).**
VOTE: 1st: Uriarte-Smith; 2nd: Chambers.
MOTION: None Opposed. Beck Abstains. Motion Passes.
3. STAFF REPORT – Justine Nevarez, Community Outreach & Events Manager
 - a. Art Walk Recap
 - b. Date Night on Pine Preview
 - Nevarez provided a recap of recent events, playing a Reel from January’s Artwalk. This was an incredibly successful event with lots of activations, including those at Acres of Books, bars, the artist village, and the candlelight concert. The social media engagement for this event was also reviewed, covering engagement and impression statistics. Nevarez mentioned that the placar captured around nearly 10K people in East Village at this time. Marquez and Chambers asked if numbers could be pulled on how this compares to a regular Saturday in East Village.
 - Marquez asked if the DLBA will be using TikTok to continue boosting social media presence. Metoyer responded positively about the prospect of getting a DLBA TikTok and commented that we are pushing for 40,000 followers on Instagram by the summer. Metoyer also updated the group about which socials we use and why and also stated that DLBA tries to focus the content for each platform: for events, we use Instagram; for business we use LinkedIn. Chambers mentioned that daily engagement will add to better algorithmic TikTok access. Metoyer also asked the board and committee members to help push/share DLBA posts & stories to avoid negative narratives coming from the media.
 - Nevarez also gave the group a preview of the upcoming Date Night on Pine event, including sponsors, bars, restaurants, etc. The street closure for this event will stretch from Broadway to 3rd and will contain a cash bar. The event will be free, and patrons will be allowed to get food from local restaurants to bring back to the event dining area. At the past date night, many people wrongly assumed it was a speed dating event, so there will be

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a way to indicate your status: colored wristbands will indicate if you are single, partnered, complicated, or uninterested. This event, like the past one, partners with the Mayor's office and Scholar's Collective will be providing high-quality childcare during the event.

4. CHAIRPERSONS REPORT – Marquez

a. Project Groups – First Meeting

- Marquez offered some updates on the group projects for the committee to review and consider. Uriarte-Smith asked if we were able to connect with the SCE rep, Selina Luna. SCE is interested in working with the DLBA to create an educational program (around \$3000), possibly at a workshop they would run. This may be more advantageous for the future DLBA 501©(3), but still fits within our current scope of influence as a great community advocate for equity and small-businesses. Nevarez mentioned that Austin has been connecting with more utilities sponsors to try and bring in a wider funding base. The events portion of these sponsorship pushes will be the initial focus. Uriarte-Smith asked if there can be a smaller meeting to explore the current and prospective sponsorship deck, to which Nevarez replied positively.
- Marquez informed the group that Grey LB has recently hired a sponsorship person to work with the DLBA to get even more funding for the coming 24 months. He wants to manifest a narrative that we are the comprehensive events organization and we can rival some of the bigger events that often fail to involve LB locals and whose visitors often come to LB for an event, but leave soon after and whose creators care little for our community or local business development. Large events along shoreline often result in more police presence in that area, which pulls officers from the DT area patrols, which results in more crime and problems to local businesses in the absence of consistent patrols.
- The working group assignments were reviewed to establish effective deliverables for each group. Uriarte-Smith mentioned that we should work to have groups meet in the next month. Marquez informed the group that working groups will utilize a shared access folder to communicate and develop lists and timelines. Beck stated that he has already begun working with Pine business owners to develop a drink passport and gauge interest for future events and the directory. Nevarez stated that we are working with the Marketing & Communications committee and manager to create a portal on the DLBA website with a map that allows users to filter search options by various factors. Wood ask if the directory will end up becoming a difficult resource to manage over the years as information changes and regularly needs updating. Stephens mentioned that the DLBA does have a Business Navigator, Ariel Meza, who already works to document businesses and may be a helpful resource for Group 2. Beck mentioned that we may also benefit from ensuring businesses are responsible for keeping their info updated year-to-year.
- Nevarez concludes by updating the groups on their basic milestone calendars and will send them out very soon.

5. Old Business

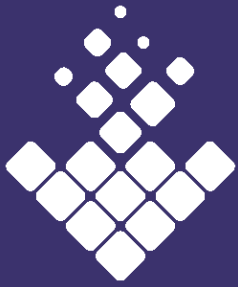
- Completed Microgrant Reports of recipients were provided and reviewed and Nevarez also informed the group about an upcoming event called When Art Happens, on March 23rd.

6. New Business

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

8. Adjournment

Adjourned at 10:34 AM.



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NEXT SPECIAL EVENTS & SPONSORSHIPS COMMITTEE MEETING:

Tuesday, March 12, 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***

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