



**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, February 13, 2025

10:00 AM

DTLB Alliance Conference Room

100 W Broadway, Suite 235

Long Beach, CA 90802

Present: Clay Wood, Judy Estrada, Alex Escobar, Brenden Le, James Turner

Absent: Robert Marquez, Issac Svensson, Michael Vitug, Clare Le Bras

DTLB Alliance Staff: Justine Nevarez, Irene Presentine

1. Call to Order – Clay Wood, Chair
[Meeting Presentation](#). Called to order at 10:10AM.
2. **ACTION:** Approval of [Minutes from January 9, 2025 Special Events & Sponsorships Committee Meeting](#).
MOTION: 1st: Wood, 2nd: Estrada.
VOTE: None opposed. No abstentions.
Sche was absent for vote. Motion passes.
3. CHAIRPERSONS REPORT – Wood
 - a. Committee Project Groups
 - i. Recruit Sponsors: Clare, James, Alex
 1. **Updates:** This group discussed ideas of who would be good sponsors. In addition, the group believes there is an opportunity for in-kind sponsorship. The group will meet Monday, February 17, 2025 to further develop these ideas.
 - ii. Outreach Assistance: Alex, Rob, Isaac, Clare
 1. **Updates:** This group discussed the possibility of utilizing outside vendors and local businesses. They are looking to bring outside vendors for the next upcoming DTLB Alliance events: Art Walk & the Sip Shop and Stroll event. The group will meet sometime during the last week of February to further develop these ideas.
 - iii. Goal 3: Event Organizers: Judy, Michael, Brendan
 1. **Updates:** This group discussed the possibility of bringing in events that already exist to Downtown Long Beach, rather than creating a new event. Additionally, the group thought of a few sports to startup in Downtown including basketball tournaments, pickleball tournaments, and a dance competition.
4. STAFF REPORT – Justine Nevarez, Community Outreach & Events Manager
 - a. DTLB Dry January Mocktail Crawl (1/16) Recap
 - i. **Attendance & Challenges:** 60 sign-ups, but only 20–30 attended. Fires, bad weather, and college breaks caused low foot traffic.
 - ii. **Key Takeaway:** A standalone mocktail event may not be necessary.
 - iii. **Next Steps:** Incorporate mocktails into existing bar crawl events by asking bars to include them on their menus.
 - b. DTLB Art + Design Walk (2/8) Recap



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- i. **Artist Turnout & Cancellations:** 80 artists signed up, 55 attended; unusually high cancellation rate (25 the week before).
- ii. **Venue Challenges:** Some locations (e.g., Buono’s Long Beach, Long Beach Vintage) were not ideal due to isolation or lack of host support.
- iii. **Next Steps:** Prioritize better host locations based on artist/attendee feedback and centralize event hubs for stronger engagement.
- c. St. Patrick’s Day Bar Crawl (4/13)
 - i. **Cancelled:** DTLB Alliance has decided to cancel this event.
- d. Celebrate Downtown Preview
 - i. This event will take place on April 5, 2025, from 2PM to 7PM.
 - ii. This event will include The Spirit of Downtown Awards. Outreach for this event has just begun.
- 5. Old Business
- 6. New Business
- 7. Public Comment (three minutes on all non-agenda items)
- 8. Adjournment
Adjourned at 11:00AM.

NEXT SPECIAL EVENTS & SPONSORSHIPS COMMITTEE MEETING:

Thursday, March 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.