



**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:

Justine Nevarez
Community Outreach &
Events Manager

Stew Stephens
Programming Assistant

James Ahumada
Vice President & Deputy
CEO

SPECIAL EVENTS & SPONSORSHIPS COMMITTEE MINUTES

March 12, 2024

9:30 AM

DLBA Conference Room

100 W Broadway, Suite 235
Long Beach, CA 90802

Voting Present: Rob Marquez, Amy Chambers, Judy Estrada, Silissa Uriarte-Smith, Clay Wood, Claudia Ayala, Jennifer Totah-Wolfe, Greg Beck.

Voting Absent: Rhonda Love

DLBA Staff: Stew Stephens, Justine Nevarez

Guests: None

1. Call to Order – Robert Marquez, Chair
Meeting Presentation. Called to order 9:45 AM.
2. **ACTION: Approval of Minutes from February 13, 2024 Special Events & Sponsorships Committee Meeting.**
VOTE: 1st: **Uriarte-Smith**; 2nd: **Marquez**.
MOTION: None opposed. Chambers abstains. Motion Passes.
3. STAFF REPORT – Justine Nevarez, Community Outreach & Events Manager
 - a. Date Night on Pine Recap
 - b. Microgrant Report
 - Nevarez shared a recap of Date Night on Pine with photos/videos from the DLBA Instagram. She spoke highly of the entertainment, ambiance, and performers present at the event. Nevarez also updated the group on the difference in food/beverage planning this time around: they utilized preset menu plans with the local restaurants on Pine and surrounding areas. Despite poor weather in the days leading up to it, this Date Night event was better attended than the previous one with over 900 people in attendance and was very successful. Attendees enjoyed dancing as well as the mingling status wristbands, though we did run out of purple wristbands (indicating 'on a date' status).
 - Nevarez updated the group about the previous run of events microgrants, which are now complete. She also discussed that KLBP rescheduled to ensure successful events geared towards DJ programming, events, and tours; there were also several cancellations, and the others have all happened. We are now prepping for the next round of microgrant events applications. Many of these events have been able to do a lot more activations, more entertainment, food, etc. thanks to the microgrants. Banjee Ball wants to return to LB which is a great look for DLBA as it was very popular. The panel for the next round of microgrants has been established.
4. CHAIRPERSONS REPORT – Marquez
 - a. Working Group 1
 - b. Working Group 2
 - c. Working Group 3



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- Recaps were offered regarding each WG project. Group 1, Sponsorship Recruitment met 2 weeks prior to gather sponsorship packages, set up meetings for Austin to review potential fundraising connections. Smaller items on the list for this group include continued recruitment efforts and deck management. Group 2, the Venue Directory has struggled to get as much done and the items are slowly being added piecemeal, over email, and being shared and edited in real time. The group needs to create property owner info to send out initial requests and create a form/survey. Stephens will help by reviewing the current roster to divide up the businesses to contact and also add new establishments for the list. Group 3, the Retail event will be meeting today to begin planning. We got a lot of help from the San Luis Obispo Sip & Saunter strategy on how to run our own event. The date for this is tentatively set for 5/11 from 12pm-4pm. One goal for this event name should be to explain as much as possible so as to improve advance ticket sales. Some names posed for the event are 'Taste of DT: Sip & Saunter Edition,' (which connects it to the Taste brand) 'Sip & Shop: a DLBA Taste Event,' 'Bite & Buy' etc. Nevarez explained how the event would work with wristbands, alcohol sales which will require that attendees stay in each retail store while they consume, food will also be available at each stop, a map of the whole area will be provided, and there will be lots of movement across the wider area to support each business in the East Village area. This group project is slightly behind their milestones: within the next 3 weeks, much more outreach will allow for getting details nailed down. We are hoping 20+ shops will be included (as well as personal care: nails/hair/tattoo) all in East Village which already has 40+ businesses. We are aiming to have an event pass (paid for up front) to allow more free movement and possibly a VIP experience.

5. Old Business

6. New Business

- Nevarez also discusses the upcoming Artwalk & Celebrate DT awards at Acres of Books on 4/13. Committee members are invited to share nominations or share the social media info for this event.

- Beck informed the group that Anna's & Catalyst are attempting to bring a 2nd Saturday street event, but have not notified or contacted people to offer more information or coordinate.

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

8. Adjournment

Adjourned at 10:30 AM.

NEXT SPECIAL EVENTS & SPONSORSHIPS COMMITTEE MEETING:

Tuesday, April 9, 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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