



**DOWNTOWN
LONG BEACH
ALLIANCE**

MEMBERS

Alex Escobar (V. Chair)

Robert Marquez

Judy Estrada

Jess Evans

Brendan Le

Shawnese Armstrong

Michele Valencia

Michael Vitug

Christy Caldwell

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
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SPECIAL EVENTS & SPONSORSHIPS COMMITTEE MINUTES

Thursday, March 12, 2026

10:00 AM

DTLB Alliance Conference Room

100 W Broadway, Suite 235

Long Beach, CA 90802

Present: Alex Escobar, Michael Vitug, Brendan Le, Jess Evans, Michele Valencia, Christy Caldwell

Absent: Robert Marquez, Judy Estrada, Shawnese Armstrong

DTLB Alliance Staff: Austin Metoyer, Rodrigo Rodarte, Koda Strider

Guests: N/A

1. Call to Order – Alex Escobar, V. Chair
[Meeting Presentation](#). Called to order at 10:00 AM.
2. **ACTION: Approval of [Minutes from February 12, 2026 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
 - i. Feb. 14: Art + Design Walk @ Promenade – 15,400 attendees, 20+ participating businesses, 15+ participating vendors, paired with Attune art installation and Legacy, Unity & Love BHM celebration
 - ii. Feb. 21: DTLB Live! @ Promenade – 1,900 attendees, 4 participating businesses, sponsored by Port of Long Beach
 - iii. Mar. 3: Paws on the Promenade
 - b. Overview of 25-26 Events Calendar (March-August)
 - i. March: Friends of Lincoln Park Cleanup (14th), DTLB Live! (21st)
 - ii. April: Paws on the Promenade (7th), Friends of Lincoln Park Cleanup (11th), DTLB Art + Design Walk (11th), DTLB Live! (18th)
 - iii. May: Paws on the Promenade (5th), Friends of Lincoln Park Cleanup (9th), DTLB Live! (16th), Gateway to Pride (17th)
 - iv. June: Paws on the Promenade (2nd), Friends of Lincoln Park Cleanup (13th), World Cup Watch Parties + 8 Major Activations (12th-27th), DTLB Live! (20th)
 - v. July: Paws on the Promenade (7th), Friends of Lincoln Park Cleanup (11th), DTLB Art + Design Walk (11th), DTLB Live! (18th)
 - vi. August: Paws on the Promenade (4th), Friends of Lincoln Park Cleanup (8th), DTLB Live! (15th), Taste of Downtown (22nd)
4. CHAIRPERSON'S REPORT – Escobar / Rodarte / Metoyer
 - a. Committee Group Projects Discussion
 - i. Goal 1: Sponsorships & Fundraising – Escobar, Marquez, Estrada, Armstrong, Caldwell
 1. The committee began building a sponsorship tracker with potential organizations, businesses, and events that may be interested in supporting Downtown events.
 2. Potential sponsorship opportunities were discussed including the upcoming Chase Bank opening, pet-related



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businesses for Paws on the Promenade, and sports-related businesses for future World Cup programming.

3. Members discussed making initial outreach to potential sponsors and then involving Alliance staff for follow-up conversations and coordination.
 4. The committee noted that fundraising efforts are still in the early stages and that much of the current work is focused on organization, contact development, and long-term planning.
 5. It was noted that sponsorships can be processed through the Downtown Difference nonprofit as the fiscal agent, allowing donations to be tax deductible.
- ii. Goal 2: Volunteer Program & Engagement – Valencia, Le, Evans, Vitug
1. This subcommittee met separately on March 4; Valencia shared the [agenda and meeting notes](#) from that meeting.
 2. The committee discussed creating a more detailed volunteer sign-up form that captures volunteer interests, availability, preferred event types, and desired roles.
 3. Volunteer needs identified included wayfinding, event support, ticket sales assistance, survey collection, cleanup efforts, planting activities, and promotional outreach.
 4. Members discussed creating a temporary Google Form to recruit volunteers for upcoming immediate needs, including Art + Design Walk and future Taste of Downtown events.
 5. The committee discussed improving the volunteer webpage and creating clearer communication tools, including listing upcoming volunteer opportunities and sending regular updates to volunteers.
 6. Additional ideas discussed included confirming and updating the existing volunteer list, developing volunteer appreciation efforts, and exploring incentives or rewards to encourage long-term engagement.
 7. Strider will export the current volunteer list and pass it along to Rodarte, Metoyer, Escobar, and Valencia to use as a starting point for their comprehensive volunteer spreadsheet.
5. Old Business
 6. New Business
 7. Public Comment (three minutes on all non-agenda items)
 - a. Mike from Shannon's Corner inquired about opportunities for local businesses to participate in upcoming World Cup activations; Metoyer responded that many details regarding World Cup activities, street closures, sponsorship restrictions, and allowable business activations are still being determined through the City and partner organizations, and that additional information will be shared with affected businesses and stakeholders as details become available.
 8. Adjournment
Adjourned at 11:00 AM.



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NEXT SPECIAL EVENTS & SPONSORSHIPS COMMITTEE MEETING:

Thursday, April 9, 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.