



**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, March 13, 2025

10:00 AM

DTLB Alliance Conference Room

100 W Broadway, Suite 235

Long Beach, CA 90802

Present: Clay Wood, Clare Le Bras, Robert Marquez, Judy Estrada, Isaac Svensson, Alex Escobar, Brendan Le, Michael Vitug

Absent: James Turner

DTLB Alliance Staff: Justine Nevarez, Irene Presentine

1. Call to Order – Clay Wood, Chair
[Meeting Presentation](#). Called to order at 10:02AM
2. **ACTION: Approval of [Minutes from February 13, 2025](#) Special Events & Sponsorships Committee Meeting.**
MOTION: 1st: Vitug; 2nd: Le.
VOTE: None opposed. No abstentions.
Svensson was absent for vote. Motion passes.
3. STAFF REPORT – Justine Nevarez, Community Outreach & Events Manager
 - a. Celebrate Downtown Preview
 - i. **Updates:** The event is scheduled for Saturday, April 5, from 2:00 to 7:00 PM. Currently, there are 36 hosts, which is 10 fewer than before, and 43 artists confirmed. However, Justine notes there are typically many cancellations in the week prior to the event, so there is a need for more artists. Additionally, we need more hosts from North Pine to participate.
 - b. Taste of Downtown Series Preview
 - i. **Upcoming Events:**
 1. *Sip, Shop, & Stroll in East Village:* May 3, 12:00PM to 4:00PM
 2. *Pine & Promenade:* June 11 & 12, 5:00PM to 9:00PM
 3. *Bevs, Bites, & Beats with KCRW at Catalina Landing:* August 16, 4:00PM to 10:00PM
 4. *Information Session:* March 19 at 2:00PM
 - ii. **Taste of Downtown Graphics:** Justine presented two graphic options for the committee to choose from. The committee voted for the second graphic, with the recommendation to adjust the font for better readability.
4. CHAIRPERSONS REPORT – Wood
 - i. [Making the Hard Ask: Sponsorship Solicitation Presentation](#) – Alex Escobar
 1. Escobar introduced the concept of the “hard ask” in fundraising and event sponsorship, emphasizing the importance of following up quickly and tracking all pledges.
 2. Escobar then discusses common barriers when asking for support, such as discomfort, past negative experiences, and concerns about damaging relationships.



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3. The committee practiced making hard asks in various scenarios, including asking for artist participation and seeking sponsorships. Members shared their experiences and strategies for making successful asks. The committee also developed plans for specific hard requests to approach businesses for potential sponsorships.

5. Old Business
6. New Business
7. Public Comment (three minutes on all non-agenda items)
8. Adjournment
Adjourned at 11:07AM.

NEXT SPECIAL EVENTS & SPONSORSHIPS COMMITTEE MEETING:

Thursday, April 10, 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.