

DLBA Special Events & Sponsorship

March 12, 2024

DLBA Conference Room



Mission: Cultivate, preserve and promote a healthy, safe and prosperous Downtown for all

I. CALL TO ORDER – Robert Marquez, Chair

Members:

Robert Marquez (Chair), Amy Chambers (Vice Chair), Claudia Ayala, Greg Beck, Judy Estrada, Rhonda Love, Silissa Uriarte Smith, Jennifer Totah-Wolfe, Clay Wood

DLBA Staff:

Austin Metoyer, President & CEO
Justine Nevarez, Community Outreach & Events Manager
Stew Stephens, Programming Assistant

2. **ACTION ITEM:** Approve minutes from February 13, 2024 Special Events & Sponsorship Committee Meeting

Staff Report



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3a. Date Night on Pine Recap

- February 22, 2024 6-9pm
- [Instagram Recap](#)
- Placer:
 - 900+ (2024) visitors vs 700+ (2023)



3b. Microgrant Report

- Completed:
 - Spooky Saturday 10/23
 - ADDSTEAM Innovation Summit 10/26-27
 - ArtBar LB 11/9
 - Banjee Ball 10 Year Anniversary 12/2
 - Musique Sur La Mer-ry Holiday Concert 12/10
 - Winter in Willmore 12/16
 - Cat Lady Drag Bingo 1/6
 - ManiFEST 1/11 CANCELLED
 - KLBP Live Street Event 1/20
 - Madly Film Screening & Benefit 2/6 CANCELLED
 - When Art Happens 3/23 CANCELLED

Chairperson Report



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4a. Chairperson's Report – Marquez

- Project Groups – First Meeting
 - Group 1 – Sponsorship Recruitment
 - Silissa, Rhonda, Claudia
 - Group 2 – Venue Directory
 - Rhonda, Amy, Greg
 - Group 3 – Retail Event
 - Jennifer, Clay, Judy

4a. Group I – Sponsorship Recruitment

- January – meet with MarCom to identify changes to be made to sponsorship deck & create marketing plan, and make edits to sponsorship deck
- February – identify potential sponsors within the community & create database
- March – begin promoting on social media & sending to orgs on database
- April+ – continue sharing sponsorship deck & recruiting sponsors

4a. Group 2 – Venue Directory

- **January – add new establishments to existing database**
- February – send form to property owners
- March – update directory
- April – first draft due
- May – final draft due
- June – meet with MarCom to create marketing plan
- July – market directory and host open house at featured properties inviting event organizers to check out the spaces
- August+ - continue sharing directory

4a. Group 3 – Retail Event

- January – host info session for EV retailers to gain insight & finalize name
- February – meet with MarCom to create marketing plan & announce event to retailers
- March – continue gathering info from businesses
- April – announce event to public & begin selling tickets
- May – event!

5. OLD BUSINESS

6. NEW BUSINESS

7. PUBLIC COMMENTS (three minutes on all non-agenda items)

8. ADJOURNMENT