



**DOWNTOWN
LONG BEACH
ALLIANCE**

MEMBERS

Amy Chambers, Chair

Silissa Uriarte-Smith, V. Chair

Rhonda Love

Judy Estrada

Rob Marquez

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

Tuesday, April 9, 2024
9:30 AM

DTLB Alliance Conference Room

100 W Broadway, Suite 235
Long Beach, CA 90802

Voting Present: Amy Chambers, Silissa Uriarte-Smith, Judy Estrada, Clay Wood, Jennifer Totah-Wolfe.

Voting Absent: Rhonda Love, Rob Marquez, Claudia Ayala, Greg Beck.

Staff: Justine Nevarez, Stew Stephens.

Guests: None.

1. Call to Order – Amy Chambers, Chair.
[Meeting Presentation](#). Called to Order at 9:40 AM.
2. **ACTION: Approval of Minutes from [March 12, 2024](#) Special Events & Sponsorships Committee Meeting.**
VOTE: 1st: Uriarte-Smith; 2nd: Judy Estrada
MOTION: None Opposed. No Abstentions. Motion Passes.
3. STAFF REPORT – Justine Nevarez, Community Outreach & Events Manager
 - a. Microgrant Report
 - b. Celebrate Downtown + Art Walk Preview
 - c. Sip, Shop & Stroll Preview
 - Nevarez provided a review and updates regarding the Microgrant reward recipients (for the Spring and Summer seasons). Most of the winners' events are in June. There is an LGBTQ+ Prom Event, Record Box will be holding will be holding a Cover Art show for the Art Walk. A list of the other recipient events was displayed and Nevarez reviewed the events and answered questions from committee members regarding the organizations and event planners. This slate of events represents a diverse range of interests, organizations, and experiences for the coming season. Uriarte-Smith asked about the total amounts that were awarded, the answer being \$5000 across all 12 events with allotments of \$250, \$500, \$750 amounts. The \$5000 amount is awarded twice per year (for Spring & Summer and Fall & Winter events). There were a total of 26 total applicants for this round of microgrants.
 - Nevarez updated the group about a combined Celebrate DT + Art Walk event this coming Saturday at Acres of Books and several other nearby sites. All committee members are invited to attend and support the DTLB Alliance as it recognizes and celebrates the accomplishments and contributions of 5 key community leaders. There will be many activations including live Art installations from Broadway to 4th Street, live DJs and music, pottery (provided by Wood), as well as other entertainment activations. PowerPoint slides provided a list of groups involved. The event is expected to have somewhere between 3-5K attendees throughout the entire evening and across various programs. The afterparty at Rosemallows will last till late in the evening. The next Art Walk will be partnering with Ube-Fest in July. Estrada asked that Alliance promotions on social media platforms tag the Arts Council of LB for collaborative marketing efforts.
 - The final topic Nevarez reported on was the upcoming Sip, Shop, and Stroll retail event which had a subsequent poster reveal to great reception by the committee. The group enjoyed the name and logo and the branding which connects this to the Taste



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series (which is approaching its 15th Anniversary) through a subtitle stating, 'A Special Taste of DT Event' on 5/11. Nevarez has already confirmed 15 restaurants with more to come, and will provide a small stipend for more money to go towards those vending restaurants and businesses. The Taste events are generally seen as a marketing opportunity for DT as a whole and for the specific vendors and businesses, and is not as much about generating revenue for each restaurant involved. Wood asked if the lack of profit incentives has driven some vendors away or if numbers have dwindled. Nevarez informed the committee that ticket sales will close prior to the event, which will allow a greater preview of what will be needed and help the team manage expectations on the front end. Uriarte-Smith asked about the VIP experience for the event, which Nevarez informed the committee will cost around \$75 and may have a crafting area, tote bags or other swag items, and a potential item check for retail customers to stow their purchased items. The cups and bags will have sponsorship opportunities for business logos and products. The event footprint will reach from 4th/Elm to ocean in the East Village area, from Elm to Linden. A projected \$40-50 price point will get event goers access to all locations within the event. Wood asked if the ticket sales will be held onsite, which Nevarez responded by saying not this time, so vendors and retailers know what to expect and to test the success of this new event style in DTLB.

4. CHAIRPERSONS REPORT – Chambers

- a. Working Group 1
 - b. Working Group 2
 - c. Working Group 3
- Chambers provided a review of the group projects. For Group 1: Sponsorship Recruitment, the working group has developed a working list of potential sponsor organizations and institutions to begin reaching out to. They are currently looking for more, and asked the committee to share potential donors with Silissa.
 - Group 2: Venue Directory working group is slightly behind on their timeline and aims to divide the DTLB area into various neighborhoods to begin reaching out, contacting the business event locations.
 - Group 3: Retail Event Development, the working group has helped Nevarez organize and develop the Sip, Shop, and Stroll event which will be announced at Celebrate DT and tickets will immediately go on sale after the announcement.
5. Old Business
 6. New Business
- Nevarez updated the group on the FY24-25 budget concerns. There will be a community budget forum on May 15th from 5-7 PM and Nevarez asked the committee members to come to support the Alliance and provide much needed input. Regarding the event budget, Nevarez informed the group that the Alliance may not be able to continue organizing the Art Walk due to budget limitations. These events often have too many people trying to lead the event resulting in unfocused or poorly coordinated efforts, not enough time to make it all happen, lack funding and staff, and can not continue to be organized and covered by the Alliance. The leadership issues that have made past Art Walks more difficult to plan and coordinate have resulted in increased tensions within and amongst various businesses and organizers in East Village. The budget for the first 2 DTLB Alliance-led Art Walks was \$45K which we simply cannot afford to continue. Several committee members, including Wood and Estrada support the continuation of this event series, and see it as a benefit to DT's creative and artistic culture and to the wellbeing of artists, galleries, and Arts orgs but Nevarez explains that the lack of collaborative cooperation makes it difficult to hold the planning process accountable. This is not a desirable outcome and Wood even



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recognized that since the Alliance took over the event, it has been a much greater success than in previous instances, but there is simply no funding available within the DTLB Alliance to both fund, organize, and staff the event. Estrada recommends we attempt to cut out the combative relationships and continue improving on the event's planning because people do not want the event to go away. Events work in general is proving difficult to turn a profit post-covid, because they are expensive activations and the revenue rarely makes up for the high costs, despite the public's generally positive perception of or attendance at such events. This is why committee members should be present at the Community Budget Forum to make these concerns known to the executive team, and explore ways to keep Art Walk as a focal part of the DT event experience.

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

8. Adjournment

Adjourned at 10:40 AM

NEXT SPECIAL EVENTS & SPONSORSHIPS COMMITTEE MEETING:

Tuesday, May 14, 2024

9:30 AM

Location: DTLB Alliance Conference Room (100 W Broadway, Suite 235)

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

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