

DTLB Alliance

Special Events & Sponsorship

April 10, 2025

DTLB Alliance Conference Room



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

I. CALL TO ORDER – Clay Wood, Chair

Members:

Clay Wood (Chair), Clare Le Bras (Vice Chair), Robert Marquez, Judy Estrada, Alex Escobar, Brendan Le, James Turner, Michael Vitug

DTLB Alliance Staff:

Austin Metoyer, President & CEO

Justine Nevarez, Community Outreach & Events Manager

- 2. ACTION ITEM:** Approve minutes from March 13, 2025 Special Events & Sponsorship Committee Meeting

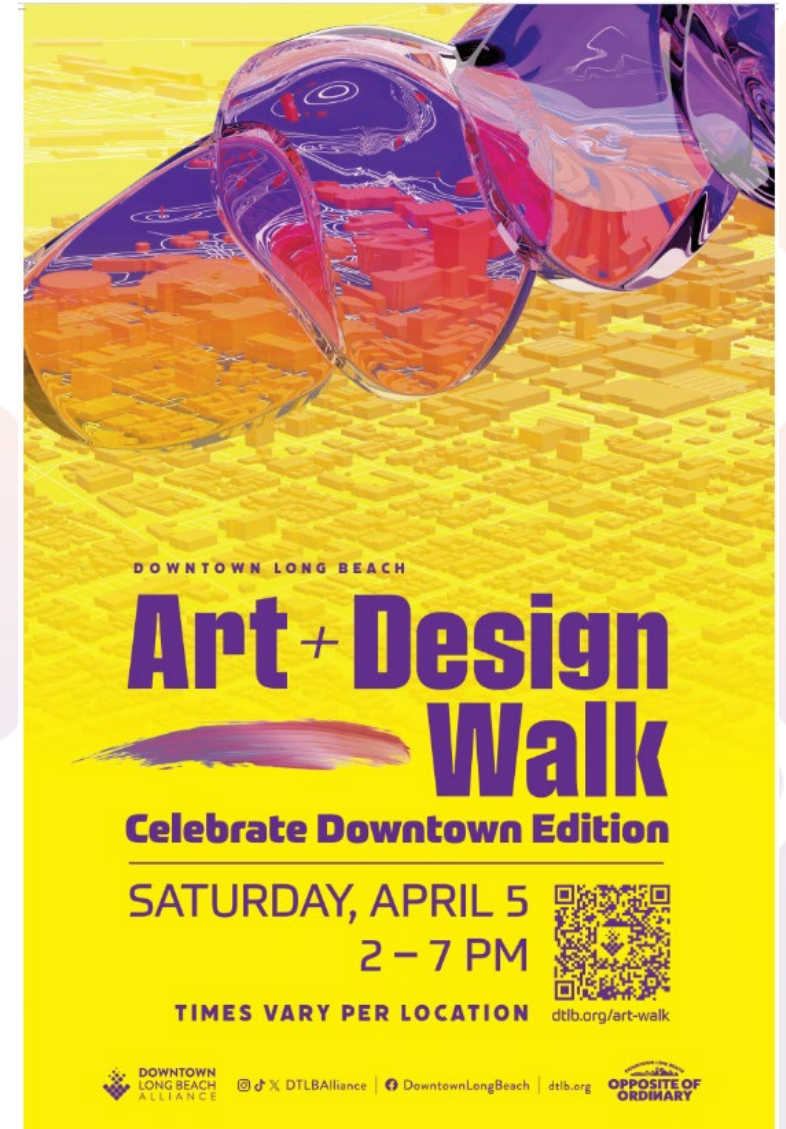
Staff Report



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

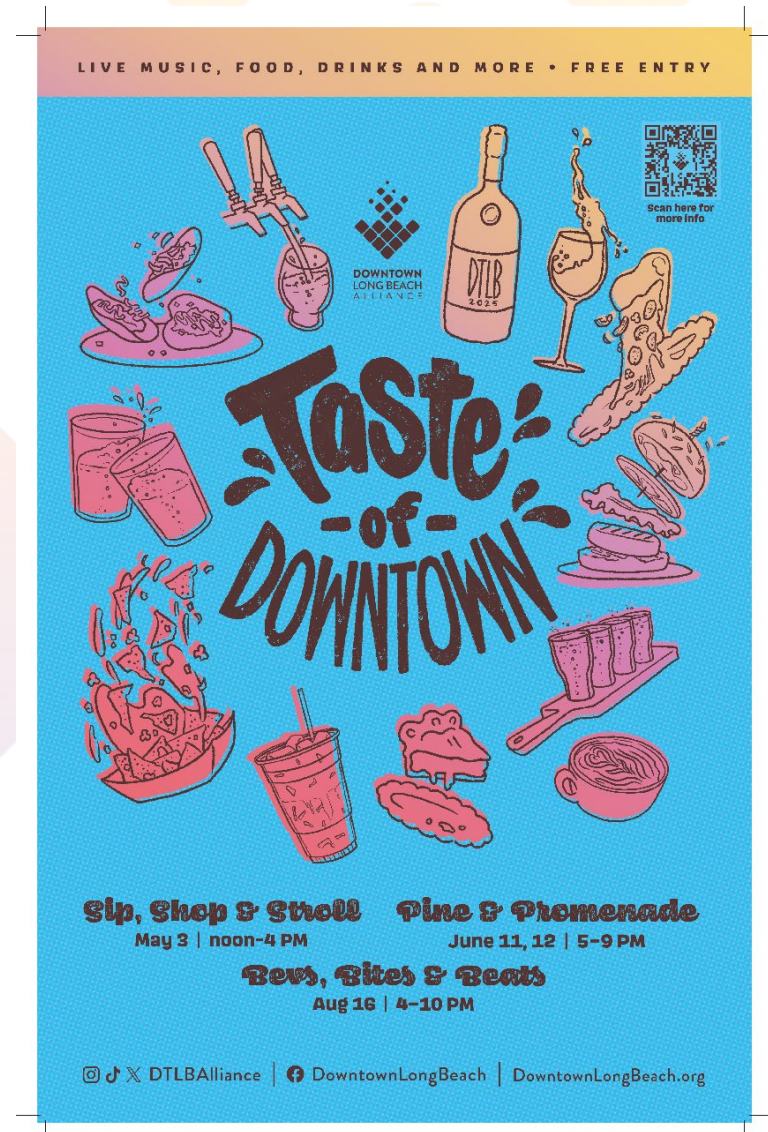
3a. Celebrate Downtown Recap

- 37 Hosts
- 53 Artists (19 cancelled/no show)
- Spirit of Downtown @ Acres of Books
 - \$1389 in food & bev sales
- 35% foot traffic increase for this event! Wooahoo!



3b. Taste of Downtown Preview

- Sip, Shop & Stroll in EV – May 3 12-4pm
 - Signups: 9 f&b, 18 retailers
 - **Need volunteers to pour mimosas!**
- Pine & Promenade – June 11 (roller disco) & 12 (bike event) 5-9pm
 - Signups: 11 f&b
- Bevs, Bites & Beats w/ KCRW @ Catalina Landing – August 16 4-10pm
 - Signups: 11 f&b



3c. Post-Pride Parade Party (Gateway to Pride)

- Plaza between Shoreline Gateway & The Current
- 11am-3pm
- Collaborating with LB LGBTQ Chamber of Commerce
- Bevs, snacks, DJ, dance party!



3d. Art + Design Walk + Warped Tour (7/26)

- Skateboarding activation & Lincoln Park
- Special merch pop-up in East Village
- Pre/Post parties at venues on Pine & Promenade
- Discussion:

Chairperson Report



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4a. Group I: Sponsorship



4b. Group 2: Outreach



4c. Group 3: Events to DTLB



5. OLD BUSINESS

6. NEW BUSINESS

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

8. ADJOURNMENT