



**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, May 21, 2024  
9:30 AM

## DTLB Alliance Conference Room

100 W Broadway, Suite 235  
Long Beach, CA 90802

**Voting Present:** Amy Chambers, Clay Wood, Claudia Ayala, Jennifer Totah-Wolfe, Greg Beck.

**Voting Absent:** Silissa Uriarte-Smith, Judy Estrada, Rob Marquez.

**Staff:** Justine Nevarez.

**Guests:** None.

1. Call to Order – Amy Chambers, Chair  
[Meeting Presentation](#). Called to Order 9:41 AM.
2. **ACTION: Approval of Minutes from [April 9, 2024](#) Special Events & Sponsorships Committee Meeting.**  
**VOTE: 1<sup>st</sup>: Wood; 2<sup>nd</sup>: Beck.**  
**MOTION:** None Opposed. No Abstentions. Motion Passes.
3. STAFF REPORT – Justine Nevarez, Community Outreach & Events Manager
  - a. Microgrant Report
  - b. Celebrate Downtown + Art Walk Recap
  - c. Sip, Shop & Stroll Recap
  - d. Taste of Downtown: Pine & Promenade Preview
  - e. Budget Discussion
  - (3a.) Nevarez updated the group on a Microgrant event, Carlite LB , which hosted the Transit Tour. The event went well with 15 participants, supporting 7 downtown businesses with a Cinco de Mayo theme. The tour used several modes of transportation including the LB Bike share system, the Metro rail, and the LB Passport bus during the event to highlight various modes of transportation available to downtown residents. Participants received a pre-loaded tap card for use on the A-Line or the Pike Ferris Wheel. The tour group garnered a lot of interest from pedestrians and locals in the area, and overall the event was a great success and attendees hope to see the event grow in future years to enable holiday celebrations that are not car-dependent. Nevarez also gave reminders to the group regarding other upcoming Microgrant Events (for which, June will be a busy event month).
  - (3b.) Nevarez provided a recap of two major Alliance signature events which took place in recent months. The first, Celebrate Downtown + Art Walk was well attended (~2500 participants) despite rainy weather conditions. There were hubs at various locations for this event, with the main hub at Acres of Books providing the ceremonies for the Alliance's Spirit of Downtown Awards and staff recognition. Some of the outdoor art installations were forced to cancel due to the weather conditions. The Passport cards allowed for a scavenger hunt raffle (the award: gift cards to downtown businesses). The awards were for participants that visited at



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least 5 of the 10 total locations and had their pass stamped by staff. Nevarez provided video recaps of the event for the group.

- (3c.) Nevarez thanked the group for their help with the Sip, Shop, and Stroll event, which was a lot of fun, and will hopefully improve each year as it continues to be developed. Attendees really enjoyed the opportunity to eat and drink in some of the local retail shops of the downtown area. Shops and vendors also enjoyed the event and the exposure it brought to their businesses. The events department is also running a survey to get feedback on how the event could be improved and how some of the hiccups that occurred this year could be avoided in future iterations of the retail event. We do not have specific numbers on engagement yet, but were able to sell ~250 tickets (with a goal of 300). Despite being slightly lower than projected, the event provided a positive and active environment to the various areas of the footprint, and brought much more exposure to some of the downtown retail shops (22 retailers were involved).
- (3d.) Nevarez provided updates regarding the general marketing campaign and specifications info for the upcoming Taste of Downtown event, and asked that any interested volunteers sign up with her to help work the event. Most of the shifts will cover ticket sales in 2-hour segments.
- (3e.) Nevarez thanked the group members that showed up for the Community Budget Forum, and appreciates the input they provided. She listed some of the FY24-25 event goals for the department in lieu of those comments provided the following projections for next year: another Sip event, Taste at Pine and Promenade would remain the same, but some changes would be needed for the Waterfront event, which has historically been more difficult to get businesses to participate in, as well as some kind of bike fest festival which provides opportunities for open streets and focuses on micromobility in Downtown. She also wants to continue the roller discos and possibly the Date Night events, while also encouraging and supporting other organizations and businesses to host events and apply for permitted street closures. The high costs for street closures have been an impediment to activations, but the price has been reduced significantly to around \$7000 for one city block, depending on how busy the street is. The requirements for street closures include the use of police, fire, security, and makes up the largest portion of the overall events budget. Nevarez also gathered feedback on the Microgrants program, asking if the committee members thought it was better to have less grants of larger amounts or more grants of smaller amounts. This program has assisted smaller event planners with the hopes that they can improve their annual events in future years and grow the influence of their businesses or organizations. Wood proposed that because these Microgrants contribute to the economic development of local and small businesses, we should request that more funds for this program come directly from the Economic Development department, to match funds with the Events Department and possibly increase the overall impact. Wood also stated that it seems clear that the Microgrants expansion should not come at the cost of current larger events. This feedback will allow Nevarez to review the budget concerns for the coming year. Chambers asked if the opportunity to provide feedback generates conflict or if the model of the forum is conducive to improvements over complaints, which Nevarez replied affirmatively that it is mostly helpful.



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Long Beach, CA 90802  
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#### 4. CHAIRPERSONS REPORT – Chambers

- a. Working Group 1
- b. Working Group 2
- c. Working Group 3

- (4a-c.) WGI on Sponsorship Recruitment is continuing to add to the sponsorship deck and build out the relationships and documentation for that. Nevarez would like this working group to additionally help with the Microgrant Reports, to review the data from the past 3 Microgrant cycles and help determine the efficacy of that program. She will also try to schedule some time with the working group after the upcoming slate of June events to review the success of those smaller events and assess our support of their programs. WG2 – the Venue Directory will be combined with WG3 (the Retail event, which has been completed) to try and knock out the remaining directory items. Nevarez will split up the complete list of venues to WG2 and 3 members to fill out contact info and eventually, once that is completed, reach out to venue owners and coordinators to see if they are interested in being included in this kind of directory. The final step after those verifications will include formalizing the directory into an aesthetically pleasing official report and working with the marketing department to design and disperse the directory. Nevarez would like the venue directory to also engage opportunities to participate in annual venue open houses or tours for event organizers to sample the locations, but this may be reserved for working group projects in future fiscal years. With WG3 having completed their project in the retail event, Nevarez stated that the only remaining item for that group project is to collect feedback (through various vendor and participant surveys) about people's general perceptions of the event including what was good, what needed work, and ideas for future retail events in Downtown. Chambers indicated the satisfaction that came with seeing this event developed from a hopeful idea years ago, to planning, developing, and finally executing the event now, which speaks to the successful planning and hard work of the committee's working groups.

#### 5. Old Business

#### 6. New Business

- Nevarez invited the group once more to come enjoy the Taste of Downtown event either as volunteers or participants, and also reminded the group of several other upcoming events (some of which were part of the Microgrant program) including: the last Art Walk in July, UbeFest, lots of events from Studio One Eleven, among others.
- Beck asked about the Craft Passport and how it has been received, and informed the group that he has already had some success promoting and selling that (over 40 sold from Sake Secret along) to support several businesses and provide discounts. People seem to like the idea and want the marketing and benefits expanded. Promoting this at Taste might be a positive impact.



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7. Public Comment (three minutes on all non-agenda items)
8. Adjournment  
Adjourned at 10:22 AM.

**NEXT SPECIAL EVENTS & SPONSORSHIPS COMMITTEE MEETING:**

**Tuesday, June 18, 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***

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@dlba.org](mailto:info@dlba.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.