



**DOWNTOWN
LONG BEACH
ALLIANCE**

MEMBERS

Amy Chambers, Chair

Silissa Uriarte-Smith, V. Chair

Judy Estrada

Rob Marquez

Clay Wood

Claudia Ayala

Jennifer Totah-Wolfe

Greg Beck

STAFF:

Justine Nevarez
Community Outreach &
Events Manager

Stew Stephens
Programming Assistant

Austin Metoyer
President & CEO

SPECIAL EVENTS & SPONSORSHIPS COMMITTEE MINUTES

Tuesday, June 18, 2024
9:30 AM

DTLB Alliance Conference Room

100 W Broadway, Suite 235
Long Beach, CA 90802

Voting Present: Amy Chambers (Chair), Silissa Uriarte-Smith (V. Chair), Rob Marquez, Clay Wood, Greg Beck.

Voting Absent: Judy Estrada, Claudia Ayala, Jennifer Totah-Wolfe.

Staff: Justine Nevarez, Stew Stephens.

Guests: None.

1. Call to Order – Amy Chambers, Chair
[Meeting Presentation](#). Called to order 9:36 AM.
2. **ACTION: Approval of Minutes from [May 21, 2024](#) Special Events & Sponsorships Committee Meeting.**
MOTION: 1st: Chambers; 2nd: Uriarte-Smith.
VOTE: None opposed. No abstentions. Motion Passes.
3. STAFF REPORT – Justine Nevarez, Community Outreach & Events Manager
 - a. Microgrant Report
 - b. Art Walk & Upcoming Events Preview
 - c. Taste of Downtown: Pine & Promenade Recap
 - (3a-b.) Nevarez provide a report on the Microgrants Events. In this report it was revealed that the Motown Medley event has been cancelled. Other upcoming Microgrant events include the A 2 the Z Show, Partake Collective event, LB Disability Pride, and the PARA Hoedown. The 2 bike focused Microgrant Events went very well, with good attendance and reception. Nevarez provided a preview of the coming Art Walk, which will be combined with Ube Fest to create a single collaborative event with a unified map, which will also include other local events taking place on the same day. This event week will be very busy with lots of options for local participants to explore the variety of events and experiences.
 - (3c.) Nevarez provided a recap of the recent Taste of Downtown: Pine & Promenade event. This was a very successful event with lots of participation from the various food and beverage vendors, as well as a well-attended roller disco, which was very fun. Overall the Taste event was very busy from start to finish. Marquez provided some additional reviews of the event from Grey's perspective: there were a few logistical hiccups through the day as the ABC permit was lost, some of the volunteers cancelled last minute, causing some quick replacements and improvising. According to the preliminary numbers Marquez was able to collect, the event was very close to the breaking even mark, or possibly just over breaking even. Nevarez also provided a quick preview of what to expect for the Taste of Downtown: Waterfront event. In past years the Waterfront has proven more difficult to get vendors near Shoreline Village, possibly because as corporate businesses, they have more consistent support and are less in need of outside marketing, promotional opportunities, or event support broadly.



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4. CHAIRPERSONS REPORT – Chambers
 - a. Working Group 1 – Sponsorship Deck
 - b. Combining Working Groups 2 & 3 – Venue Directory
 - (4a.) Nevarez informed the group of the need to connect with Austin and the Finance team to determine if the Microgrant Events are worth funding for future years. While this does not apply to all Microgrant recipients, some of the event developers have not been prepared to make their events happen. Some of these latter examples have operated with a very last-minute approach, poor coordination or communication, or have falsely assumed the Microgrants would assist them in coordinating their own events, which was never a part of the agreement. They have also struggled to understand that the reception of a Microgrant will not pay for, plan, or support all the other aspects of event planning which they are responsible for. Uriarte-Smith asked if it may be beneficial to further reinforce the guidelines of this program: namely, that the DTLB Alliance will not be planning the events for recipients, who must develop and coordinate their own events, and that the assistance provided by the Microgrant is purely financial and only covers the amount rewarded. Many of these event planners are simply not prepared to organize an event on the scale they had intended, and, as a result, some of the events have not proven as successful as hoped. Group 1 will continue to review the broader impact of these Microgrant Events and will attempt to determine if supporting the smaller event series is worth the effort and financial resources.
 - (4b.) Regarding the Venue Directory, Groups 2 & 3 will be combined (now that the retail event has been successfully completed), to refocus efforts on the Directory, which is slightly behind in their proposed milestone timeline, but still has time in the remaining Fiscal Year to meet the ultimate goals of the project, though not much. The full master list needs more contact info inputted. Group 2 & 3 members will be doing research to contact the businesses to verify things are listed correctly. Group 2 & 3 members should focus on the master list document over the next 2 weeks to move towards verification.
 - (4c.) Nevarez provided one final recap of the successful Sip, Shop, & Stroll retail event. Despite positive reception (especially the retail shops) and the overall success of the event, some small things were revealed about the planning process and execution that should allow for a few small tweaks to improve future attempts at facilitating a successful retail event in the Downtown area.
5. Old Business
 6. New Business
 - The Alliance has been working with the mayor's office, Councilwoman Mary Zendejas, and several Pine Businesses to create a permanent street closure on Pine from Broadway to 3rd, and after much deliberation, they have preliminarily decided to give it a try. This is very good news for the Downtown community and especially for event planners in the area. The closure will operate as a pilot program for 3 months initially, so the overall impact may be studied, and future viability assessed.



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This is also good news for event planners (and specifically the Alliance event department), as the closure's accessibility may allow for a larger portion of the event budgets to be allocated toward other activations and resources, instead of being diverted to street closure costs (which are incredibly high). Nevarez provided a prospective of events we would like to focus these extra funds towards including more roller discos, a potential Bike Fest, Bar Crawls, Holiday and seasonal gatherings, New Year's Eve Drone Shows, Art Walks, Taste events, Beer & Wine festivals, and the return of the KCRW Summer Nights (which have not been able to find the funding from KCRW, LB Walls, or the Alliance in recent years). In other news, Nevarez explained to the committee that it has proven difficult to make fireworks happen for the 4th of July celebrations, due to obstacles from the Coastal Commission, who has not been upfront about permitting and generally being hard to work with.

7. Public Comment (three minutes on all non-agenda items)
8. Adjournment
Adjourned at 10:20 AM.

NEXT SPECIAL EVENTS & SPONSORSHIPS COMMITTEE MEETING:

Tuesday, July 16, 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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