

DLBA Special Events & Sponsorship

June 18, 2024

DLBA Conference Room



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

I. CALL TO ORDER – Amy Chambers, Chair

Members:

Amy Chambers (Chair), Silissa Uriarte Smith (Vice Chair), Robert Marquez Claudia Ayala, Greg Beck, Judy Estrada, Rhonda Love, 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 May 21, 2024 Special Events & Sponsorship Committee Meeting

Staff Report



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

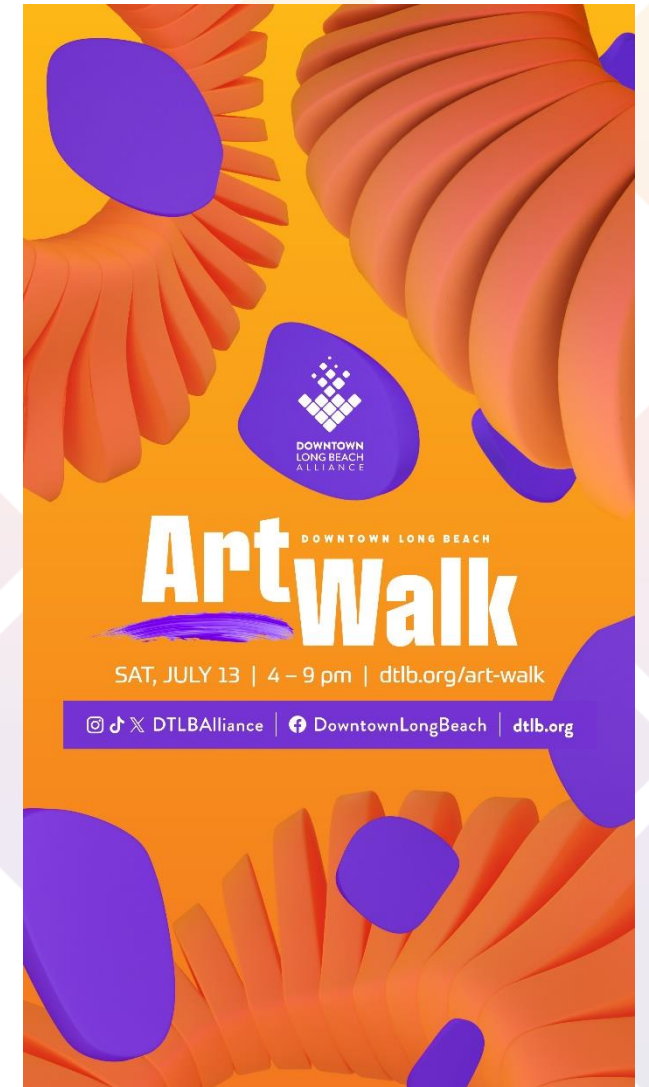
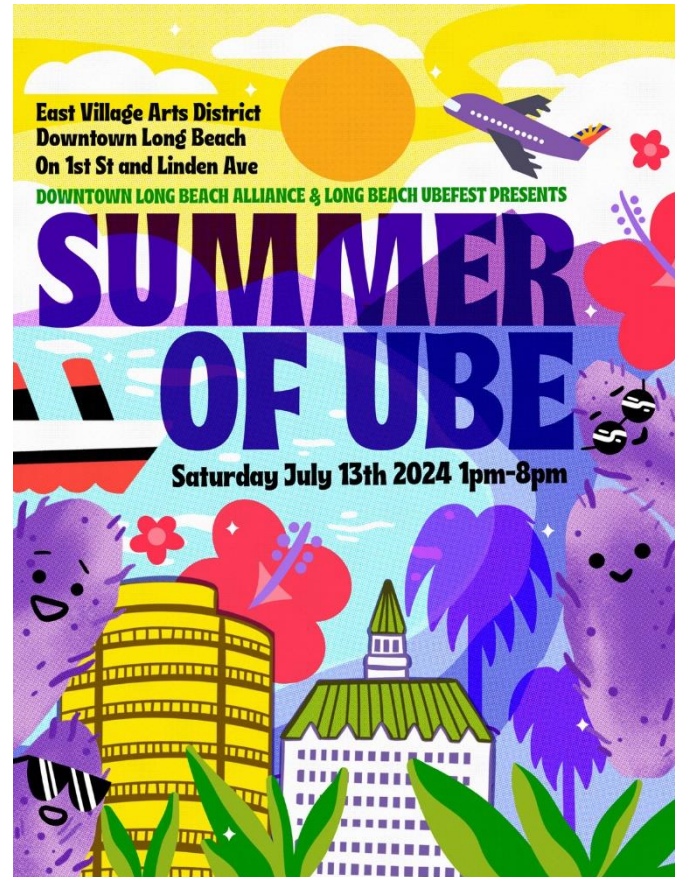
3a. Microgrant Report

- Awardees

- April 13 – The LGBTQ Center “Queer Prom”
- April 13 – Record Box “Covers”
- TBD– Willmore “Earth Day” RESCHEDULING
- May 5 – CarLite LB “Downtown Transit Tour”
- May 26 – LB Bike CoOp “Fixit Days”
- ~~June TBD – Kacey Music “Motown Medley”~~
- June 15 – Dawning Days “Men’s Mental Health Awareness”
- **June 22 – A2theZshow “Same Soul Same Love”**
- **July 19– Partake Collective “Night Market”**
- **July 26 – LB Disability Pride**
- **August 3 – PARA “Downtown Hoedown”**

3b. Art Walk

- Summer of Art & Design



3c. Taste of Downtown: Pine & Promenade Preview

- Wednesday & Thursday, June 12 & 13, 5-9pm
- Pine & Promenade from 1st-3rd
- Street closure
- Instagram: [reel](#)
- Ticket Sales: \$29,868 (\$23,214 in 2023) (\$16,188 in 2022)
- Sponsorships: \$14,000



Chairperson Report



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

4a. Chairperson's Report – Chambers

- Project Groups –
 - Group 1 – Sponsorship Recruitment
 - Silissa, Rhonda, Claudia
 - Group 2 – Venue Directory
 - Rhonda, Robert, 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
- MICROGRANT REPORT

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!** Survey participants & attendees
- **June** - report

5. OLD BUSINESS

6. NEW BUSINESS

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

8. ADJOURNMENT