



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

**MEMBERS**

Laurie Gary, Chair

Liz Simmons, Vice-Chair

Erin Booker

Kat Engel

Dwayne Horton

Rhonda Love

Karina Martinez

Walid Nasserdeen

Jeremy Schott

**STAFF**

Broc Coward, COO

Justine Nevarez, Special  
Projects Coordinator

Lauren Mayne, Social  
Media & Digital Marketing  
Coordinator

Eileen Valencia,  
Administrative Assistant

Kelsey Mader,  
Executive Assistant

**SPECIAL EVENTS & SPONSORSHIP COMMITTEE AGENDA**

Tuesday, August 10, 2021

1:00 PM

[Join Zoom Meeting](#)

Meeting ID: 868 5101 1725

Passcode: 783723

1. CALL TO ORDER and INTRODUCTIONS – Laurie Gray, Chair
2. **ACTION ITEM: Approve minutes from [July 13 2021](#) Special Events & Sponsorship Committee Meeting**
3. STAFF REPORT (Broc Coward, COO) 20 minutes
  - a. DLBA Events Update – Summer 2021
  - b. Discussion on Taste of Downtown In-Person Event
4. CHAIRPERSONS REPORT – Gray 20 minutes
  - a. Review of Committee Goals and Activities
    - i. Live Stream Best Practices (Booker, Love, Martinez)
    - ii. Fresh Start Donation Campaign – Collaboration with DLBA's Public Safety Committee (Simmons/Coward)
5. OLD BUSINESS
6. NEW BUSINESS
7. PUBLIC COMMENTS (three minutes on all non-agenda items)
8. ADJOURNMENT

**NEXT SPECIAL EVENTS COMMITTEE MEETING:**

Tuesday, September 14, 2021

1:00 PM

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

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. The agenda and supporting documents are available on the Internet at <http://downtownlongbeach.org>. 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 DLBA 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.

100 West Broadway, Ste 120  
Long Beach, CA 90802  
T: 562.436.4259  
F: 562.437.7850

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