



**DOWNTOWN
LONG BEACH
ALLIANCE**

MEMBERS

- Rhonda Love, Chair
- Laurie Gray, Vice-Chair
- Judy Estrada
- Robert Marquez
- Walid Nasserdeen
- Josh Rockwell
- Amy Stock
- Silissa Uriarte Smith

STAFF

- Broc Coward, COO
- Justine Nevarez, Special Projects Coordinator
- Kelsey Mader, Executive Assistant
- Amanda Barrera, Administrative Assistant

SPECIAL EVENTS & SPONSORSHIP COMMITTEE AGENDA

Tuesday, April 19, 2022

1:00 PM

This meeting is being held via Zoom teleconferencing, pursuant to Assembly Bill 361.
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Meeting ID: 839 0791 7363
Passcode: 496465

1. CALL TO ORDER and INTRODUCTIONS – Rhonda Love, Chair
2. **RECOMMENDED ACTION: Approve minutes from March 8, 2022 Special Events & Sponsorship Committee Meeting**
3. STAFF REPORT – Justine Nevarez, Special Projects Coordinator 15 minutes
 - a. Recap on Celebrate Downtown
 - b. Update on Taste of Downtown
 - c. Update on Juneteenth
 - d. Update on Downtown Runners Series
4. CHAIRPERSONS REPORT – Love 30 minutes
 - a. Updates on FY 2021-22 Committee Projects
 - i. Sponsorship Decks for DLBA Events - Smith
 - ii. Identify Downtown Events and Recruit Organizers - Love
 - iii. DLBA Sponsorship Request Application & Criteria - Smith
 - iv. Retail Business Promotion Event - Stock
5. OLD BUSINESS
6. NEW BUSINESS
7. PUBLIC COMMENTS (three minutes on all non-agenda items)
8. ADJOURNMENT

NEXT SPECIAL EVENTS COMMITTEE MEETING:

Tuesday, May 10, 2022

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. 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.