



**DOWNTOWN
LONG BEACH
ALLIANCE**

MEMBERS

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

STAFF

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

SPECIAL EVENTS & SPONSORSHIP COMMITTEE AGENDA

Tuesday, January 11, 2022

1:00 PM

This meeting is being held via Zoom teleconferencing, pursuant to Assembly Bill 361.
[Join Zoom Meeting](#)
Meeting ID: 872 6053 9558
Passcode: 403651

1. CALL TO ORDER and INTRODUCTIONS – Rhonda Love, Chair
2. **RECOMMENDED ACTION: Approve minutes from [November 16, 2021 Special Events & Sponsorship Committee Meeting](#)**
3. STAFF REPORT – Justine Nevarez, Special Projects Coordinator 15 minutes
 - a. Review of Holiday Shop & Dine Guide
 - b. Review of Unfiltered 2021 Photo Contest
 - c. Review of New Year’s Eve Fireworks
 - d. Update on Dinner Sounds Amazing
4. CHAIRPERSONS REPORT – Love 45 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, February 8, 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.