



**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

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SPECIAL EVENTS & SPONSORSHIP COMMITTEE AGENDA

Tuesday, July 13, 2021

1:00 PM

HYBRID
DLBA Conference Room
100 W Broadway, Suite 120
Long Beach, CA 90802
 OR
[Join Zoom Meeting](#)
Meeting ID: 834 0650 0100
Passcode: 651041

1. CALL TO ORDER and INTRODUCTIONS – Laurie Gray, Chair
2. **ACTION ITEM: Approve minutes from [June 8, 2021](#) Special Events & Sponsorship Committee Meeting**
3. STAFF REPORT 20 minutes
 - a. Review of June 25 Virtual Taste of Downtown – Pride Edition (Lauren Mayne, Digital Marketing and Social Media Coordinator)
 - b. DLBA Events – Summer 2021
 - c. Proposed 2021-22 Department Budget
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)
5. OLD BUSINESS
6. NEW BUSINESS
7. PUBLIC COMMENTS (three minutes on all non-agenda items)
8. ADJOURNMENT

NEXT SPECIAL EVENTS COMMITTEE MEETING:

Tuesday, August 10, 2021

1:00 PM

HYBRID

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.