



**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, July 12, 2022**

**1:00 PM**

This meeting is being held via Zoom teleconferencing, pursuant to Assembly Bill 361.

[Join Zoom Meeting](#)

**Meeting ID: 886 1062 3933**

**Passcode: 412178**

1. CALL TO ORDER and INTRODUCTIONS – Rhonda Love, Chair
2. **RECOMMENDED ACTION: Approve minutes from [May 10, 2022 Special Events & Sponsorship Committee Meeting](#)**
3. GUEST SPEAKER – Ashleigh Stone, Stone Law 10 minutes
  - a. Discussion of Intellectual Property law
4. STAFF REPORT – Justine Nevarez, Special Projects Coordinator 15 minutes
  - a. Recap on Taste of Downtown – Pine & Promenade
  - b. Update on Taste of Downtown - Waterfront
  - c. Update on Downtown Runners Series
  - d. Miscellaneous
5. 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
6. OLD BUSINESS
7. NEW BUSINESS
8. PUBLIC COMMENTS (three minutes on all non-agenda items)
9. ADJOURNMENT

**NEXT SPECIAL EVENTS COMMITTEE MEETING:**

**Tuesday, August 9, 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](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.