



**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
- Eileen Valencia, Administrative Assistant
- Kelsey Mader, Executive Assistant

**SPECIAL EVENTS & SPONSORSHIP COMMITTEE AGENDA**

Tuesday, June 8, 2021

1:00 PM

[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 [May 11, 2021 Special Events & Sponsorship Committee Meeting](#)**
3. STAFF REPORT 30 minutes
  - a. Progressive Urban Management Associates (PUMA) Strategic Plan Review
  - b. Review of Virtual Taste of Downtown – Happy Hour Edition (Lauren Mayne, Digital Marketing and Social Media Coordinator)
  - c. Preview of Virtual Taste of Downtown – Pride Edition (Justine Nevarez, Special Projects Coordinator)
4. CHAIRPERSONS REPORT – Gray 20 minutes
  - a. Review of Committee Goals and Activities
    - i. Live Stream Best Practices
    - ii. Fresh Start Donation Campaign – Collaboration with DLBA’s Public Safety Committee
5. OLD BUSINESS
6. NEW BUSINESS
7. PUBLIC COMMENTS (three minutes on all non-agenda items)
8. ADJOURNMENT

**NEXT SPECIAL EVENTS COMMITTEE MEETING:**

**Tuesday, July 13, 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.