



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

**MEMBERS**

- Laurie Gray, Chair
- Liz Simmons, Vice Chair
- Dwayne Horton
- Erin Booker
- Jeremy Schott
- Karina Martinez
- Kat Engel
- Rhonda Love
- Walid Nasserdeen

**STAFF**

- Broc Coward, COO
- Justine Nevarez, Virtual Events Coordinator
- Erica Beighley, Administrative Assistant

**SPECIAL EVENTS & SPONSORSHIP COMMITTEE AGENDA**

Tuesday, April 13, 2021

1:00 PM

[Join Zoom Meeting](#)  
Meeting ID: 811 5772 0354  
Passcode: 174786

1. CALL TO ORDER and INTRODUCTIONS – Laurie Gray, Chair
2. **ACTION ITEM: Approve minutes from [March 9, 2021](#) Special Events & Sponsorship Committee Meeting**
3. STAFF REPORT 15 minutes
  - a. Review of Virtual Taste of Downtown – March Women’s History Month (Lauren Mayne, Digital Marketing and Social Media Coordinator)
  - b. Preview of Virtual Taste of Downtown – April Go Green (Justine Nevarez, Special Projects Coordinator)
  - c. Survey of In-Person Events in L.A. Region
4. CHAIRPERSONS REPORT – Gray 20 minutes
  - a. Review of Committee Goals and Activities
    - i. Live Stream Best Practices
    - ii. Fresh Start Donation Campaign – Collaborating 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, May 11, 2021**

**1:00 PM**

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**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 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.