



**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, March 8, 2022

1:00 PM

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

[Join Zoom Meeting](#)

Meeting ID: 828 5931 9391

Passcode: 821854

1. CALL TO ORDER and INTRODUCTIONS – Rhonda Love, Chair
2. **RECOMMENDED ACTION: Approve minutes from [February 8, 2022](#) Special Events & Sponsorship Committee Meeting**
3. STAFF REPORT – Justine Nevarez, Special Projects Coordinator 15 minutes
 - a. Update on Events Calendar
 - b. Update on Celebrate Downtown
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, April 12, 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.