



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

**MEMBERS**

- Rhonda Love, Chair
  - Laurie Gray, Vice-Chair
  - Judy Estrada
  - Dwayne Horton
  - Robert Marquez
  - Walid Nasserdeen
  - Josh Rockwell
  - Amy Stock
- STAFF**
- Broc Coward, COO
  - Justine Nevarez, Special Projects Coordinator
  - Kelsey Mader, Executive Assistant

**SPECIAL EVENTS & SPONSORSHIP COMMITTEE AGENDA**

Tuesday, November 16, 2021

1:00 PM

This meeting is being held via Zoom teleconferencing, pursuant to Assembly Bill 361.  
[Join Zoom Meeting](#)  
**Meeting ID: 895 0969 7840**  
**Passcode: 983824**

1. CALL TO ORDER and INTRODUCTIONS – Rhonda Love, Chair
2. **RECOMMENDED ACTION: Approve minutes from [October 12, 2021](#) Special Events & Sponsorship Committee Meeting**
3. STAFF REPORT – Justine Nevarez, Special Projects Coordinator 10 minutes
  - a. Update on Unfiltered 2021 Photo Contest
  - b. Update on Dinner Sounds Amazing
  - c. Update on Shop Small Saturday
4. CHAIRPERSONS REPORT – Love 45 minutes
  - a. Discussion of FY 2021-22 Committee Project Goals
    - i. Sponsorship Decks for DLBA Events
    - ii. Identify Downtown Events and Recruit Organizers
    - iii. DLBA Sponsorship Request Application & Criteria
    - iv. Retail Business Promotion Event
  - b. **RECOMMENDED ACTION:** Discussion and Approval of FY 2021-22 Project Milestones
5. OLD BUSINESS
6. NEW BUSINESS
7. PUBLIC COMMENTS (three minutes on all non-agenda items)
8. ADJOURNMENT

**NEXT SPECIAL EVENTS COMMITTEE MEETING:**

**Tuesday, December 14, 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.