



**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, October 12, 2021

1:00 PM

[Join Zoom Meeting](#)

Meeting ID: 830 0743 5125

Passcode: 997492

1. CALL TO ORDER and INTRODUCTIONS – Rhonda Love, Chair
2. **RECOMMENDED ACTION: Approve minutes from [September 22, 2021](#) Special Events & Sponsorship Committee Meeting**
3. STAFF REPORT – Broc Coward, COO 15 minutes
  - a. Orientation to DLBA and its Programming Committees
  - b. Review of Draft DLBA Strategic Plan
4. CHAIRPERSONS REPORT – Love 45 minutes
  - a. Discussion of potential FY 2021-22 Committee Projects
  - b. **RECOMMENDED ACTION:** Approval of FY 2021-22 Committee Projects
  - c. Discussion of FY 2021-22 Project Milestones
  - d. Discussion of the day and time of future Special Events and Sponsorships Committee meetings
5. OLD BUSINESS
6. NEW BUSINESS
7. PUBLIC COMMENTS (three minutes on all non-agenda items)
8. ADJOURNMENT

**NEXT SPECIAL EVENTS COMMITTEE MEETING:**

Tuesday, November 9, 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.

100 West Broadway, Ste 120  
Long Beach, CA 90802  
T: 562.436.4259  
F: 562.437.7850

**DOWNTOWNLONGBEACH.ORG**