



**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

Lauren Mayne, Social
Media & Digital Marketing
Coordinator

Eileen Valencia,
Administrative Assistant

Kelsey Mader,
Executive Assistant

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SPECIAL EVENTS & SPONSORSHIP COMMITTEE MINUTES

Tuesday, August 10, 2021

1:00 PM

[Join Zoom Meeting](#)

Meeting ID: 868 5101 1725

Passcode: 783723

Voting Present: Laurie Gray, Liz Simmons, Dwayne Horton, Rhonda Love

Voting Absent: Erin Booker, Jeremy Schott, Karina Martinez, Kat Engel, Walid Nasserdeen

DLBA Staff: Broc Coward, Justine Nevarez, Eileen Valencia

1. CALL TO ORDER and INTRODUCTIONS – Laurie Gray, Chair
[Meeting presentation](#). Meeting called to order at 1:05 PM.
2. **ACTION ITEM: Approve minutes from [July 13, 2021](#) Special Events & Sponsorship Committee Meeting**
MOTION: 1st: Love 2nd: Horton
VOTE: None opposed. Motion passes.
3. STAFF REPORT (Broc Coward, COO)
 - a. DLBA Events Update – Summer 2021
 - Coward updated the group on events coming this October. There is a tentative date of October 2 for a Buskerfest event which will most likely take place at East Village.
 - KCRW has rescheduled their Summer Nights from August to September and October dates.
 - Pow Wow is currently discussing how much of their activities they can move forward with September 28 – October 1.
 - b. Discussion on Taste of Downtown In-Person Event
 - Coward updated the Committee on the next Taste of Downtown, which will be in person September 8 and 9 at Pine Ave and Promenade.
 - Coward mentioned challenges associated with COVID that the Committee must consider.
 - The Committee discussed their thoughts on hosting this in person event and agreed on continuing with the event, taking precaution by enforcing social distancing and masks.
4. CHAIRPERSONS REPORT – Gray
 - a. Review of Committee Goals and Activities
 - i. Live Stream Best Practices (Booker, Love, Martinez)
 - Coward informed the group that he has reached out to Martinez regarding her contribution to this project and hasn't received a response.
 - DLBA staff will work on this document and share with the group through the Google folder.
 - ii. Fresh Start Donation Campaign – Collaboration with DLBA's Public Safety Committee (Simmons/Coward)
 - Simmons provided an update on the Fresh Start Donation Campaign. Simmons and other committee members from Special Events and Public Safety went around DTLB to recruit residential and business buildings to host a box.



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- Nevarez followed up with these residential and businesses that hosted a box. There are 12 businesses and 1 residential building hosting a donation box. Several other businesses have signs posted at their business promoting this campaign.
- Nevarez plans to continue to reach out and promote.

5. OLD BUSINESS
6. NEW BUSINESS
7. PUBLIC COMMENTS (three minutes on all non-agenda items)
8. ADJOURNMENT
Meeting adjournment at 1:41 PM.

NEXT SPECIAL EVENTS COMMITTEE MEETING:

Tuesday, September 22, 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. 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.

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