



**DOWNTOWN
LONG BEACH
ALLIANCE**

**Special Events &
Sponsorship
Committee:**

Laurie Gray – Chair
Liz Simmons – Vice Chair
Erin Booker
Aly Cane
Heather Kern
Karina Martinez
Walid Nasserden
Jeremy Schott

DLBA Staff:

Broc Coward, COO
Justine Nevarez, Virtual

SPECIAL EVENTS & SPONSORSHIP COMMITTEE MINUTES

**Tuesday, December 8, 2020
1:00 PM**

Voting Present: Laurie Gray, Liz Simmons, Jeremy Schott, Erin Booker (not present for voting), Karina Martinez, Walid Nasserdeen

Voting Absent: Aly Cane, Heather Kern

Staff: Broc Coward, Justine Nevarez, Erica Beighley

1. CALL TO ORDER and INTRODUCTIONS – Laurie Gray, Chair
Meeting called to order at 1:04 PM. [Meeting Presentation.](#)
2. **ACTION ITEM: Approve minutes from [November 10, 2020](#) Special Events & Sponsorship Committee Meeting. 1st: Nasserdeen. 2nd: Martinez. No Abstentions. Motion Carries.**
3. GUEST SPEAKER: Update on Virtual and In-Person Events During Covid-19
Steve Sheldon, Co-Founder and Managing Partner, EPIC Entertainment Group- Sheldon presented slides 5-13
 - Sheldon shared some of the changes that he has seen during COVID. Long Beach is able to host events to some extent, nothing with LIVE entertainment. These regulations are different depending on the area.
 - Currently, there are two types of drive-thru style events being seen. Ones with LIVE entertainment and ones without LIVE entertainment. LIVE entertainment is scare style with actors and are not able to happen in Long Beach. Los Angeles has Stranger Things and is a drive-thru immersive experience that has had huge success and has been sold out until January.
 - Sheldon shared he has seen a lot of innovation and people presenting content in different ways with different levels of success. He suggested not trying to adapt content to whatever platform you are going through but instead to re-imagine the experience and create it for the medium that you are presenting it to best fit the client. Sheldon also advised to do a walk through to experience what the guest will.
 - Coward stated Drive-in experiences feed the need now but asked Sheldon if he saw a demand for this when events go back to “normal”? Sheldon answered he believed some things will be able to continue if they are done well, such as drive-in movies. These have become fewer throughout the years and offer a sense of nostalgia that can continue especially with movie theatres remaining closed. The drive-in Halloween movie experience created a scare factor that people pay to go out and experience. As for drive-thru experiences, Sheldon answered he does not see this being continued with the reasons being it is expensive to produce with limited capacity, there is limited opportunity to make their money back and it does not truly replicate the experience and immersiveness of walking through the event. This experience is not able to be replicated in a car where you can feel close and totally immersed in the environment and situation.
 - Gray asked if there are additional insurance issues as well as liability waivers associated with hosting events? Sheldon answered that for filming there are additional insurance that is required and as for Live events he has not heard of any specific event insurance, you would have to check with your insurance as this are constantly changing. Sheldon shared that for every drive-in experience there is a liability waiver either at the start or most likely it is a box to check at the time of purchasing tickets.

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- Coward and Nasserden asked for advice or steps for getting back to in-person events and convincing guests and venue appropriate protocols are being taken. Sheldon responded that it would depend on maintaining appropriate protocols, communicating what precautions and protocols have been taken, and making sure to plan for multiple scenarios. Regarding convincing the venues appropriate protocols are being taken, it is hard to know who you have to satisfy but he suggested starting with the venue and figuring out who created the roadblocks. Start by addressing what the concern exactly is and secondly what precautions are able to be shown/proven. Sheldon also expressed he believes we will not start seeing in-person events coming back until Fall of 2021.
4. STAFF REPORT – Broc Coward, COO- presented slides 14-15
- a. Update on DLBA Downtown Discussions Webinar Series
 - Coward informed committee the first Webinar Series was held on December 4th. Each series will have a new subject matter and is an hour long conversation with experts containing lessons learned, creative solutions that have been used, and the future use of public space.
 - b. Review of November Virtual Taste of Downtown
 - Coward shared disappointing turn out for November’s VTOD. A few reasons that were responsible is the date was changed from a Friday to a Thursday and it was shortened from 4 to 3 hours, there was no emcee, no performances, and businesses involved did not have a big following. Best is when we have a “variety show” feel. The holiday also made it difficult to coordinate with businesses as well as the new health ordinance that was announced around the time of event, for this reason DLBA has passed on a December VTOD. Next VTOD will be held at the end of January in time for public to plan for Valentine’s Day.
5. CHAIRPERSONS REPORT – Gray- presented slide 16-18
- a. Discussion of Committee Goals and Activities
 - i. Types of Virtual Events and Best Practices
 - ii. Guest Speakers
 - Gray asked committee members to continue to add suggestions and ideas as well as look for perspectives of how they were able to pivot to virtual events.
 - Martinez contributed own experience she has had within her own company. Company created an interactive zoom call where participants try product then hop on zoom call and give feedback. Coward asked for Martinez to send a link for document that she used for the call, great idea to mix it up and not just have participants sitting there watching you.
 - Gray asked Schott if he offered a walk through event for the Dark Art Emporium. Schott responded that they hold one every month. It is a virtual tour combined with the artist to answer questions and Dart Art Emporium is open by appointments.
6. ADJOURNMENT
Meeting adjourned at 2:03 PM

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NEXT SCHEDULED
2020-2021 Special Events Committee Meeting

Tuesday, January 12, 2021

4:00 PM

Location: ZOOM Meeting

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 requirements for 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 Office of 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.

Mission: Cultivate, preserve and promote a healthy, safe and prosperous Downtown.