



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

#### MEMBERS

Rhonda Love, Chair

Laurie Gray, Vice-Chair

Judy Estrada

Robert Marquez

Walid Nasserdeen

Josh Rockwell

Amy Stock

Silissa Uriarte Smith

#### STAFF

Broc Coward, COO

Justine Nevarez, Special  
Projects Coordinator

Kelsey Mader,  
Executive Assistant

Amanda Barrera,  
Administrative Assistant

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## SPECIAL EVENTS & SPONSORSHIP COMMITTEE MINUTES

Tuesday, April 19, 2022

1:00 PM

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

[Join Zoom Meeting](#)

Meeting ID: 839 0791 7363

Passcode: 496465

**Voting Present:** Rhonda Love, Robert Marquez, Josh Rockwell, Amy Stock

**Voting Absent:** Laurie Gray, Judy Estrada, Walid Nasserdeen, Silissa Uriarte Smith

**DLBA Staff:** Broc Coward, Justine Nevarez, Amanda Barrera, Kelsey Mader, Michael Berman, Jeremy Ancalade

1. CALL TO ORDER and INTRODUCTIONS – Rhonda Love, Chair  
[Meeting presentation](#). Called to order at 1:03PM.
2. **RECOMMENDED ACTION: Approve minutes from [March 8, 2022](#) Special Events & Sponsorship Committee Meeting**  
NO ACTION TAKEN; QUORUM NOT MET.
3. STAFF REPORT – Justine Nevarez, Special Projects Coordinator
  - a. Recap on Celebrate Downtown
    - Highest attendance of Celebrate Downtown since it began in 2012 with 911 attendees.
    - Berman advised the Celebrate Downtown webpage had 1,191 views, and the ad equivalency of “earned media” covering the event was \$35k.
  - b. Update on Taste of Downtown
    - The first of the 3 Taste of Downtown events is East Village which takes place on May 25<sup>th</sup> & 26<sup>th</sup> from 6pm-10pm, Nevarez advised she sent in the permit applications and restaurant sign up form.
    - Restaurant info session will be on April 29<sup>th</sup> 2pm.
  - c. Update on Juneteenth
    - The DLBA sponsored event will be on June 18<sup>th</sup> at Rainbow Lagoon.
    - There is a meeting on Thursday to discuss the in-kind sponsorship deliverables.
  - d. Update on Downtown Runners Series
    - Nevarez shared the upcoming dates for the runner’s series.
4. CHAIRPERSONS REPORT – Love
  - a. Updates on FY 2021-22 Committee Projects
    - i. Sponsorship Decks for DLBA Events – Smith
      - Nevarez advised the sponsorship deck is being finalized and social media statistics just need to be included.
    - ii. Identify Downtown Events and Recruit Organizers – Love
      - Love advised the group is in the process of determining methods to recruit promoters and organizers.
    - iii. DLBA Sponsorship Request Application & Criteria – Smith
      - Nevarez advised The Arts Council had Lisa come speak to the group and share their process to update DLBA’s own process. The group is also personalizing the scoring rubric shared by the Arts Council.
    - iv. Retail Business Promotion Event – Stock



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- Stock said the specifics of the budget is currently being worked on and she will review the budget Nevarez sent.

5. OLD BUSINESS
6. NEW BUSINESS
7. PUBLIC COMMENTS (three minutes on all non-agenda items)
8. ADJOURNMENT  
Adjourned at 1:42 PM.

### **NEXT SPECIAL EVENTS COMMITTEE MEETING:**

**Tuesday, May 10, 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](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.