



**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

SPECIAL EVENTS & SPONSORSHIP COMMITTEE MINUTES

Tuesday, August 9, 2022

1:00 PM

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

[Join Zoom Meeting](#)

Meeting ID: 872 6684 0921

Passcode: 720665

Voting Present: Rhonda Love, Laurie Gray, Judy Estrada, Robert Marquez, Josh Rockwell, Amy Stock, Silissa Uriarte Smith

Voting Absent: Walid Nasserdeen

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

Guests: Clay Wood

1. CALL TO ORDER and INTRODUCTIONS – Rhonda Love, Chair
[Meeting presentation](#). Called to order at 1:09 PM.
2. **RECOMMENDED ACTION: Approve minutes from [July 12, 2022 Special Events & Sponsorship Committee Meeting](#)**
MOTION: 1st: **Rockwell**, 2nd: **Gray**.
VOTE: None opposed. Estrada not present for vote. No abstentions. **Motion passes**
3. GUEST SPEAKER – Tasha Day, Special Events & Filming
 - a. Discussion of event organizer recruitment
 - Item moved, Tasha will be invited to speak at next month’s meeting or a separate meeting with Love and Coward.
4. STAFF REPORT – Justine Nevarez, Special Projects Coordinator
 - a. Update on Taste of Downtown – Waterfront
 - August 24th and 25th between Shoreline Village Drive & Pine Ave Pier will be the final event in this series.
 - b. Update on Taste of Downtown Sponsorships
 - East Village collected \$3,750 in sponsorships, Pine & Promenade collected \$13,750, and Waterfront has \$8,750 so far.
 - The goal for next year is to have a “menu” of sponsorship opportunities that a potential sponsor can select based on the best fit and benefit to them.
 - c. Update on Summer Nights
 - LB Walls is organizing the Summer Nights event while DLBA will provide technical assistance and sponsorship.
 - Coward advised that, although Buskerfest is not happening this year, the event will need guidance on logistics etc. for it to return next year.
5. CHAIRPERSONS REPORT – Love
 - a. Updates on FY 2021-22 Committee Projects
 - i. Sponsorship Decks for DLBA Events – Smith
 - Now that sponsors have been recruited, a meeting will take place soon for auditing and evaluating sponsorship deliverables for events.
 - Studio LBP will create a user friendly and updated template for the future.
 - ii. Identify Downtown Events and Recruit Organizers – Love



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- 3 Events identified include a Bike Fest, FunkFest event, and Beer Fest.
 - Tasha will speak to the group to help with ideas for a recruiting organizer process.
 - iii. DLBA Sponsorship Request Application & Criteria – Smith
 - Smith revised a document and sent to Coward for feedback.
 - iv. Retail Business Promotion Event – Stock
 - Stock advised everything is ready and pending a date far enough in advance for next year so business owners can commit and prepare.
6. OLD BUSINESS
7. NEW BUSINESS
- Preparing for next month's meeting, Nevarez would like recommendations for goals and timelines for the incoming committee to determine which projects to continue.
8. PUBLIC COMMENTS (three minutes on all non-agenda items)
9. ADJOURNMENT
- Adjourned at 1:54 PM.

NEXT SPECIAL EVENTS COMMITTEE MEETING:

Tuesday, September 13, 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. 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.