



**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, July 12, 2022

1:00 PM

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

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Meeting ID: 886 1062 3933

Passcode: 412178

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

**Voting absent:** Walid Nasserdeen, Silissa Uriarte Smith

**DLBA Staff:** Broc Coward, Justine Nevarez, Amanda Barrera, Tasha Hunter, Jeremy Ancalade, Michael Berman

**Guests:** Ashleigh Stone, Mitchell Egbunkonye, Natalie Waldo, Jenna Koo

1. CALL TO ORDER and INTRODUCTIONS – Rhonda Love, Chair  
[Meeting presentation.](#) Called to order at 1:06 PM.
2. **RECOMMENDED ACTION: Approve minutes from [May 10, 2022 Special Events & Sponsorship Committee Meeting](#)**  
**MOTION:** 1st: Gray, 2nd: Estrada.  
**VOTE:** None opposed. Marquez & Rockwell not present for vote. No abstentions.  
**Motion passes**
3. GUEST SPEAKER – Ashleigh Stone, Stone Law
  - a. Discussion of Intellectual Property law
    - Stone advised DLBA should consider an intellectual property plan and Trademark to protect the brand etc.
    - Owning an IP of an event is the key component of creating a legal right to the use and terms of an event created by DLBA.
    - Multiple people can contract with a production company if DLBA can't cover the cost so it depends on the structure created.
4. STAFF REPORT – Justine Nevarez, Special Projects Coordinator
  - a. Recap on Taste of Downtown – Pine & Promenade
    - \$13,750 in sponsorship, 29,567 tickets redeemed, and over 50 vendor participants.
  - b. Update on Taste of Downtown – Waterfront
    - Event will be August 24<sup>th</sup> and 25<sup>th</sup>.
    - There will be an info session to help with recruiting.
    - Nevarez advised there will be a focus on more retailer involvement.
  - c. Update on Downtown Runners Series
    - Sunset Sole Run will take place on Thursday August 18<sup>th</sup> 5:30pm-8pm at Beachwood Brewing.
    - DLBA sponsorship includes technical help with permit process & promotion.
  - d. Miscellaneous
    - Coward advised there are discussions with KCRW and World Wide Walls looking at a possible event at the beginning of September.
5. CHAIRPERSONS REPORT – Love



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**1:00 PM**

- a. Updates on FY 2021-22 Committee Projects
  - i. Sponsorship Decks for DLBA Events – Smith
    - Nevarez advised they were awarded the Port Sponsorship.
    - Coward advised the goal is to create an entire deck for the next event year.
  - ii. Identify Downtown Events and Recruit Organizers – Love
    - Working on finalizing recruiting promoters/organizers for DLBA was one of the goals having Stone as a guest speaker today.
  - iii. DLBA Sponsorship Request Application & Criteria – Smith
    - Need to create the form and finalize the scoring rubrick.
  - iv. Retail Business Promotion Event – Stock
    - Shop the Summer Drop will be rescheduled due to retailers and suppliers needing more time to coordinate a “drop”.
6. OLD BUSINESS
7. NEW BUSINESS
8. PUBLIC COMMENTS (three minutes on all non-agenda items)
9. ADJOURNMENT  
Adjourned at 2:10 PM.

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

**Tuesday, August 9, 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.