



**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, May 10, 2022

1:00 PM

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

[Join Zoom Meeting](#)

Meeting ID: 843 8505 5071

Passcode: 161762

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

Voting Absent: Judy Estrada, Walid Nasserdeen, Silissa Uriarte Smith

DLBA Staff: Justine Nevarez, Amanda Barrera, Jeremy Ancalade

1. CALL TO ORDER and INTRODUCTIONS – Rhonda Love, Chair
[Meeting presentation](#). Called to order at 1:06 PM.
2. **RECOMMENDED ACTION: Approve minutes from March 8, 2022 Special Events & Sponsorship Committee Meetings**
MOTION: 1st: Rockwell, 2nd: Gray
VOTE: None opposed. No abstentions. Motion passes
3. GUEST SPEAKER – Robert Marquez
 - a. Festival season & events post-Covid
 - Marquez reports that prior to Covid, 1-2 festivals would occur in LA County/Long Beach per month. Post-Pandemic is closer to 5-6 festivals per month.
 - Live events have been selling out due to the demand for community.
 - There are 5 more music festivals that have not been announced yet that will occur in Long Beach this year.
 - Marquez reported that festivals now have on site testing for Covid, however, the industry is no longer enforcing proof of vaccination while other venues are.
4. STAFF REPORT – Justine Nevarez, Special Projects Coordinator
 - a. Update on Taste of Downtown
 - May 25th & 26th in East Village marks the first event on 1st between Elm & Linden.
 - There will be 15 participating restaurants, bar sponsors, retail, and non-profit participation.
 - Pine/Promenade event has ben changed to June 29th & 30th.
 - b. Update on Juneteenth
 - Event will be on Sat June 18th from 11am-4p at the Rainbow Lagoon.
 - c. Update on Downtown Runners Series
 - DLBA is working on assisting with the permitting process and promotion.
 - Event will be on August 20th from 5:30pm-8pm at Beachwood Brewing.
5. CHAIRPERSONS REPORT – Love
 - a. Updates on FY 2021-22 Committee Projects
 - i. Sponsorship Decks for DLBA Events – Smith
 - Nevarez confirmed the sponsorship deck is finalized and the group is working on recruiting sponsors.
 - ii. Identify Downtown Events and Recruit Organizers – Love
 - Working on determining method for recruiting.
 - iii. DLBA Sponsorship Request Application & Criteria – Smith



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- Nevarez confirmed they are finalizing the process and criteria document to return to the team prior to launching to the community.
 - iv. Retail Business Promotion Event – Stock
 - The group needs to schedule a meeting, but they are on target.
 - 6. OLD BUSINESS
 - 7. NEW BUSINESS
 - Stock advised the Earth Day Event in the East Village was successful and wanted to thank DLBA for the use of the street games.
 - 8. PUBLIC COMMENTS (three minutes on all non-agenda items)
 - 9. ADJOURNMENT
- Meeting adjourned at 1:52 PM.

NEXT SPECIAL EVENTS COMMITTEE MEETING:

Tuesday, June 14, 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.