



**DOWNTOWN
LONG BEACH
ALLIANCE**

MEMBERS

Rhonda Love, Chair

Laurie Gray, Vice-Chair

Judy Estrada

Dwayne Horton

Robert Marquez

Walid Nasserdeen

Josh Rockwell

Amy Stock

Silissa Uriarte Smith

STAFF

Broc Coward, COO

Justine Nevarez, Special
Projects Coordinator

Kelsey Mader,
Executive Assistant

SPECIAL EVENTS & SPONSORSHIP COMMITTEE MINUTES

Tuesday, February 8, 2022

1:00 PM

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

[Join Zoom Meeting](#)

Meeting ID: 889 5198 2047

Passcode: 966070

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

Voting Absent: Laurie Gray, Walid Nasserdeen

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

1. CALL TO ORDER and INTRODUCTIONS – Rhonda Love, Chair
[Meeting presentation](#). Called to order at 1:05 PM.
2. **RECOMMENDED ACTION: Approve minutes from [January 11, 2022 Special Events & Sponsorship Committee Meeting](#)**
MOTION: 1st: Estrada, 2nd: Uriarte Smith
VOTE: None opposed. No abstentions. Motion passes.
3. STAFF REPORT – Justine Nevarez, Special Projects Coordinator
 - a. Review of Unfiltered 2021 Photo Contest
 - Nevarez shared the Fan Favorite Winner: Joe Rodriguez, and the DLBA Unfiltered Webpage engagement.
 - Coward requested for Berman to follow up on tracking for past DLBA social media channel engagement.
 - b. Update on Events Calendar
 - Nevarez shared the events from March-December: Celebrate Downtown, Taste of Downtown, Juneteenth, Buskerfest/Pow Wow/KCRW, Unfiltered, Shop Small Saturday, and New Year's Eve. She added that DLBA will be working with an event producer for Taste of Downtown.
 - c. Update on Celebrate Downtown
 - Nevarez informed that the new Lincoln Park is the location for Celebrate Downtown on Thursday, March 24, 2022.
 - Coward advised that this event gives opportunity to showcase the PBID process, businesses in Downtown, and that a discussion can take place on how committee members can be involved as a programming department.
4. CHAIRPERSONS REPORT – Love
 - a. Updates on FY 2021-22 Committee Projects
 - i. Sponsorship Decks for DLBA Events – Smith
 - Smith said the 3 key events are: Celebrate Downtown, Taste of Downtown, and Buskerfest. She added that the set \$40,000 budget for Taste of Downtown helps determine next steps for sponsorships.
 - Nevarez advised the main takeaway was adding more opportunities of smaller amounts.
 - ii. Identify Downtown Events and Recruit Organizers – Love



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- Love advised the goal is to identify/evaluate events that would attract the public and businesses in the Downtown area, as well as events that touch on the community, impact of quality of life, economics, visitor experience, and helping the DLBA with partnerships.
 - Nevarez added that past event census data will be shared at the next meeting.
- iii. DLBA Sponsorship Request Application & Criteria – Smith
- Smith advised that DEI, and geography of events should be adjusted in the funding proposal guidelines and applications.
 - Smith confirmed that flexibility will be included so more events can be supported, as well as a note regarding support through In-Kind.
- iv. Retail Business Promotion Event – Stock
- Stock advised the group is preparing a shopping event tentative for July 16th encompassing all of Downtown.
 - Nevarez added that all businesses will be included: music, restaurants, etc.
5. OLD BUSINESS
6. NEW BUSINESS
7. PUBLIC COMMENTS (three minutes on all non-agenda items)
8. ADJOURNMENT
- Meeting adjourned at 1:43 PM

NEXT SPECIAL EVENTS COMMITTEE MEETING:

Tuesday, March 8, 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.