DOWNTOWN LONG BEACH ALLIANCE

MEMBERS

Laurie Gary, Chair

Liz Simmons, Vice-Chair

Erin Booker

Kat Engel

Dwayne Horton

Rhonda Love

Karina Martinez

Walid Nasserdeen

Jeremy Schott

STAFF

Broc Coward, COO

Justine Nevarez, Special Projects Coordinator

Lauren Mayne, Social Media & Digital Marketing Coordinator

Eileen Valencia, Administrative Assistant

Kelsey Mader, Executive Assistant

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SPECIAL EVENTS & SPONSORSHIP COMMITTEE MINUTES

Tuesday, July 13, 2021
1:00 PM

HYBRID
DLBA Conference Room
100 W Broadway, Suite 120
Long Beach, CA 90802
OR
Join Zoom Meeting
Meeting ID: 834 0650 0100
Passcode: 651041

Voting Present: Laurie Gray, Liz Simmons, Dwayne Horton, Erin Booker, Kat Engel, Walid Nasserdeen
Voting Absent: Jeremy Schott, Karina Martinez, Rhonda Love
DLBA Staff: Broc Coward, Justine Nevarez, Lauren Mayne, Eileen Valencia, Kelsey Mader

1. CALL TO ORDER and INTRODUCTIONS – Laurie Gray, Chair
   Meeting presentation. Meeting called to order at 1:01 PM.

2. **ACTION ITEM: Approve minutes from June 8, 2021 Special Events & Sponsorship Committee Meeting**
   MOTION: 1st: Simmons 2nd: Booker
   VOTE: Horton and Nasserdeen not present for vote. None opposed. Motion passes.

3. STAFF REPORT
   a. Review of June 25 Virtual Taste of Downtown – Pride Edition
      (Lauren Mayne, Digital Marketing and Social Media Coordinator)
      - Mayne gave feedback on June's Pride Edition Virtual taste of Downtown Event.
      - The event had a reach of 13,664, 214 responses, the top demographic was women 25-34 & 35-44, and had a peak live view of 17 people.
   b. DLBA Events – Summer 2021
      - Nevarez reminded the Committee of the next Taste of Downtown coming August or September and KCRW/Pow Wow Event coming this Fall.
      - Nevarez informed the Committee that a survey was sent out regarding restaurants participation for DLBA's next Taste of Downtown. 24 restaurants are interested in participating and 4 are not interested and/or are tentative.
      - The Committee discussed having one Taste of Downtown which will be in person and expanding the hours.
   c. Proposed 2021-22 Department Budget
      - Coward presented the 2021-2022 Special Events budget. Events that are included in this budget are those hosted by DLBA: Celebrate Downtown, Taste of Downtown, and Pow Wow, and Art Walk; and those DLBA will help sponsors: New Year's Eve and Juneteenth. The total Special Events Budgeted Amount is $310,372.

4. CHAIRPERSONS REPORT – Gray
   a. Review of Committee Goals and Activities
      i. Live Stream Best Practices (Booker, Love, Martinez)

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- Booker provided an update regarding the Live Stream Best practices goal. The group is awaiting Martinez's edits to her section and will hand it to DLBA for final edits and publication.

ii. Fresh Start Donation Campaign – Collaboration with DLBA's Public Safety Committee (Simmons)

- Simmons provided an update on the Fresh Start Donation Campaign. The campaign was launched June 8th. There is one box at Pie Bar and 39 boxes left in which are ready for distribution.
- The Committee discussed extending the campaign date and getting together to email businesses/residents asking if they are willing to host a donation box.

5. OLD BUSINESS
6. NEW BUSINESS
7. PUBLIC COMMENTS (three minutes on all non-agenda items)
8. ADJOURNMENT
   Meeting adjournment at 1:58 PM.

NEXT SPECIAL EVENTS COMMITTEE MEETING:

Tuesday, August 10, 2021

1:00 PM

HYBRID

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.

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