



**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, June 8, 2021

1:00 PM

[Join Zoom Meeting](#)

Meeting ID: 834 0650 0100

Passcode: 651041

Voting Present: Laurie Gray, Liz Simmons, Dwayne Horton, Erin Booker, Rhonda Love, Walid Nasserdeen

Voting Absent: Jeremy Schott, Karina Martinez, Kat Engel

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 1:03 PM.
2. **ACTION ITEM: Approve minutes from [May 11, 2021](#) Special Events & Sponsorship Committee Meeting**
MOTION: 1st: Nasserdeen 2nd: Love.
VOTE: None opposed. Motion passes.
3. STAFF REPORT
 - a. Progressive Urban Management Associates (PUMA) Strategic Plan Review
 - Coward shared a goal the committee has is to develop a donation-based campaign around a cause in downtown that relates to DLBA and downtown’s needs and linking the cause to our special events.
 - Coward added another goal is becoming a good resource for downtown businesses for example: creating a dos and don’ts list of best practices for live streaming and webinars.
 - Gray stated some events were successful pre-COVID and some events DLBA can eliminate because they were not as successful.
 - Simmons mentioned collaborating with other committees to develop new ideas and goals together moving forward.
 - Simmons added she hopes future events are not virtual moving forward because it is easier to interact and connect with others.
 - Love expressed how events will most likely be hybrid for the foreseeable future because most people are not yet fully comfortable with in person events.
 - b. Review of Virtual Taste of Downtown – Happy Hour Edition (Lauren Mayne, Digital Marketing and Social Media Coordinator)
 - Mayne gave feedback on the May’s Happy Hour Virtual Taste of Downtown Event.
 - The event had a reach of 25,358, 357 responses, the top demographic was women 35-44, and had a peak live view of 20 people.
 - c. Preview of Virtual Taste of Downtown – Pride Edition (Justine Nevarez, Special Projects Coordinator)
 - Nevarez reminded the Committee of the next Virtual Taste of Downtown – Pride Edition on June 25th from 6-8 PM.
 - Coward mentioned August and September Taste of Downtown Events may be in-person.
 - Coward presented the Juneteenth event flyer with information regarding the event and its sponsors.



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4. CHAIRPERSONS REPORT – Gray
 - a. Review of Committee Goals and Activities
 - i. Live Stream Best Practices
 - Booker provided an update regarding the Live Stream Best Practices goal. The group has 1-2 pages of content and will be editing and submitting once complete.
 - ii. Fresh Start Donation Campaign – Collaboration with DLBA's Public Safety Committee
 - Coward presented the landing page of the Fresh Start Donation Campaign on our website. On our website you can find a progress bar of towels and hygiene kits donated and ways to donate through our Amazon gift registry or directly donate to the cause.
 - Fresh Start Donation boxes will be in businesses and residential towers starting June 1 and will be collected late July.
5. OLD BUSINESS
6. NEW BUSINESS
7. PUBLIC COMMENTS (three minutes on all non-agenda items)
8. ADJOURNMENT
Meeting adjournment at 1:54 PM.

NEXT SPECIAL EVENTS COMMITTEE MEETING:

Tuesday, July 13, 2021

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.

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