



**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

Amanda Barrera
Administrative Assistant

SPECIAL EVENTS & SPONSORSHIP COMMITTEE MINUTES

Tuesday, March 8, 2022

1:00 PM

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

[Join Zoom Meeting](#)

Meeting ID: 828 5931 9391

Passcode: 821854

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

Voting Absent: Dwayne Horton, Walid Nasserdeen

DLBA Staff: Broc Coward, Justine Nevarez, Kelsey Mader, Amanda Barrera, Jeremy Ancalade, Mike Berman

1. CALL TO ORDER and INTRODUCTIONS – Rhonda Love, Chair
[Meeting presentation](#). Called to order at 1:05 PM.
2. **RECOMMENDED ACTION: Approve minutes from [February 8, 2022](#) Special Events & Sponsorship Committee Meeting**
MOTION: 1st: Smith, 2nd: Gray
VOTE: None opposed. No abstentions. Motion passes
3. STAFF REPORT – Justine Nevarez, Special Projects Coordinator
 - a. Update on Events Calendar
 - Coward advised Epic Entertainment has been signed on for Celebrate Downtown and Taste of Downtown.
 - b. Update on Celebrate Downtown
 - Nevarez confirmed activities and vendors for the event. She added that 10 volunteers are needed, and a sign-up sheet will be circulated.
4. CHAIRPERSONS REPORT – Love
 - a. Updates on FY 2021-22 Committee Projects
 - i. Sponsorship Decks for DLBA Events – Smith
 - Smith said the group went through the Port of Long Beach grant to see what to focus on when applying for a grant for Taste of Downtown.
 - ii. Identify Downtown Events and Recruit Organizers – Love
 - Smith said the group decided to move forward with 3 events: a bike event, beer & wine, and Funkfest.
 - iii. DLBA Sponsorship Request Application & Criteria – Smith
 - iv. Smith advised Estrada was able to bring in Lisa from the Arts Council who was able to share tips for their process.
 - v. Retail Business Promotion Event – Stock
 - Stock advised the event will take place on July 16th, and the group will be discussing the name of the event and communicating with businesses.
5. OLD BUSINESS
6. NEW BUSINESS
7. PUBLIC COMMENTS (three minutes on all non-agenda items)
8. ADJOURNMENT
Meeting adjourned at 1:29 PM.



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NEXT SPECIAL EVENTS COMMITTEE MEETING:

Tuesday, April 12, 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.

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