



**DOWNTOWN
LONG BEACH
ALLIANCE**

MEMBERS

Laurie Gray, Chair
Liz Simmons, Vice Chair
Dwayne Horton
Erin Booker
Jeremy Schott
Karina Martinez
Kat Engel
Rhonda Love
Walid Nasserdeen

STAFF

Broc Coward, COO
Justine Nevarez, Virtual
Events Coordinator
Erica Beighley,
Administrative Assistant

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SPECIAL EVENTS & SPONSORSHIP COMMITTEE MINUTES

Tuesday, May 11, 2021

1:00 PM

[Join Zoom Meeting](#)

Meeting ID: 830 3529 8102

Passcode: 045454

Voting Present: Laurie Gray, Liz Simmons, Dwayne Horton, Erin Booker, Kat Engel, Rhonda Love

Voting Absent: Jeremy Schott, Karina Martinez, Walid Nasserdeen

1. CALL TO ORDER and INTRODUCTIONS – Laurie Gray, Chair
Meeting presentation. Meeting called to order at 1:05 PM.
2. **ACTION ITEM: Approve minutes from [April 13 2021](#) Special Events & Sponsorship Committee Meeting**
MOTION: 1st: Booker; 2nd: Love.
VOTE: None opposed. Engel not present for vote. Motion passes.
3. GUEST SPEAKER: Carl Kemp, Event Organizer, The Long Beach Juneteenth Celebration in Downtown on June 19
 - DLBA is the title sponsor for Carl Kemp’s Juneteenth event which will take place on Pine Ave on Saturday, June 19 from 11AM to 4PM
 - Kemp expressed his appreciation of the DLBA and the Long Beach community for the support towards this event.
 - Kemp briefed the committee on the history of this holiday, sharing that it is the oldest celebration of freedom from enslavement in America.
 - A variety of performances have been scheduled for this event and local businesses will be welcomed to participate. Kemp is visualizing a “Juneteenth Happy Hour” to draw event-goers into restaurants following the event, though these details have yet to be confirmed.
4. STAFF REPORT
 - a. Review of Virtual Taste of Downtown – Go Green Edition (Lauren Mayne, Digital Marketing and Social Media Coordinator)
 - Coward reminded the Committee of the benefits Virtual Taste of Downtown (VTOD) offers to businesses in the community, particularly those who were able to remain open amidst the pandemic.
 - Mayne added that last month is DLBA’s third highest reaching VTOD to date reaching 26,720 people and with 396 event responses.
 - b. Preview of Virtual Taste of Downtown – Bicycle Mobility (Justine Nevarez, Special Projects Coordinator)
 - Nevarez shared that this month’s VTOD will be Happy Hour themed rather than focused on bicycling. Taking place May 21st from 6PM-9PM, vendors will sell kits so viewers can participate live while the video airs. A variety of businesses and music performances will be featured.
5. CHAIRPERSONS REPORT – Gray
 - a. Review of Committee Goals and Activities
 - i. Live Stream Best Practices



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- In break out sessions, committee members discussed research and potential formatting practices for Webinars.
 - Booker shared that content, roles, and a timeline have been established. A draft will be presented at the next committee meeting.
- ii. Fresh Start Donation Campaign – Collaboration with DLBA’s Public Safety Committee
- Coward provided background on this campaign, sharing that it originated in the DLBA’s Public Safety Committee. Its purpose is to collect items needed by those experiencing homelessness such as bath towels, personal hygiene products, etc.
 - The overall goal is to build trust between existing service providers and the unhoused population while addressing the health issue at hand. If successful, this program will get people off the streets and into permanent/full-time housing.
 - This campaign will be featured on DLBA’s website and will allow participants to donate necessary products through a registry.
 - Donations will occur in June and July. Distribution will follow, beginning in July and ending in August.
6. OLD BUSINESS
7. NEW BUSINESS
8. PUBLIC COMMENTS (three minutes on all non-agenda items)
9. ADJOURNMENT
- Meeting adjourned at 1:47 PM.

NEXT SPECIAL EVENTS COMMITTEE MEETING:

Tuesday, June 8, 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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