



**DOWNTOWN
LONG BEACH
ALLIANCE**

MEMBERS

Rhonda Love, Chair

Laurie Gray, Vice-Chair

Judy Estrada

Dwayne Horton

Robert Marquez

Walid Nasserdeen

Josh Rockwell

Amy Stock

STAFF

Broc Coward, COO

Justine Nevarez, Special
Projects Coordinator

Kelsey Mader,
Executive Assistant

SPECIAL EVENTS & SPONSORSHIP COMMITTEE MINUTES

Tuesday, November 16, 2021

1:00 PM

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

[Join Zoom Meeting](#)

Meeting ID: 895 0969 7840

Passcode: 983824

Voting Present: Rhonda Love, Laurie Gray, Judy Estrada, Dwayne Horton, Robert Marquez, Josh Rockwell, Amy Stock

Voting Absent: Walid Nasserdeen

DLBA Staff: Broc Coward, Justine Nevarez, Kelsey Mader, Michael Berman, Jeremy Ancalade

Guests: Silissa Uriarte Smith

1. CALL TO ORDER and INTRODUCTIONS – Rhonda Love, Chair
Meeting presentation. Called to order at 1:05 PM.
2. **ACTION: Approve minutes from [October 12, 2021](#) Special Events & Sponsorship Committee Meeting**
MOTION: 1st: Horton, 2nd: Estrada
VOTE: None opposed. No abstentions. Motion passes.
3. STAFF REPORT – Justine Nevarez, Special Projects Coordinator
 - a. Update on Unfiltered 2021 Photo Contest
 - Workshop was held the week of the 4th going over the rules & regulations and how to submit. Nevarez added that the purpose of the contest is to showcase the beauty, creativity, and unique sense of place that is Downtown Long Beach.
 - Timeline for submissions:
 - November 30: Submissions due by 11:59PM PST
 - December 1-9: Judging
 - December 10: Finalists will be contacted
 - December 15: Response from finalists due
 - December 17: View Finder Awards announced at 3rd Fridays on Pine
 - December 17-January 5: Fan Favorite voting
 - January 8: Fan Favorite announced at Art Walk
 - b. Update on Dinner Sounds Amazing
 - Moved to a Wednesday and Thursday in January due to holiday rush at restaurants for December.
 - A restaurant that is signed up to participate for this event will be paired with a band or musician, the restaurant will create a special prefixed menu to pair with the music and event.
 - DLBA will sell tickets for this event and pricing will be determined based on the restaurant's menu pricing.
 - c. Update on Shop Small Saturday
 - Takes place on the Saturday after Thanksgiving (November 27th) from 11am-5pm. DLBA is completing a shopping guide and passport:
 - Shopping guide includes the businesses and deals being offered.



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-Passport allows shoppers to collect stamps at participating businesses, once filled up, they can submit for raffle. 2 winners will be selected to win \$500 in Downtown Long Beach gift cards.

- 45-50 businesses have requested to be included in the shop and dine guide.
- Coward added that the parking meters will be off during shop small Saturday.

4. CHAIRPERSONS REPORT – Love

a. Discussion of FY 2021-22 Committee Project Goals

- Love went over questions to be considered when setting milestones:
 - How many hours will be needed to reach goal?
 - Will the committee meet monthly?
 - Will there be working groups that meet between committee meetings?
 - Will there be a project lead?
 - When are FY 21/22 DLBA events normally scheduled?
- Current events include:
 - Celebrate Downtown – April
 - Taste of Downtown - May, June, August
 - Buskerfest/PowWowLB – September
 - Sponsored: New Year's Eve – December 31st
 - Sponsored: Juneteenth – June
- Horton suggested all goals should be done in working groups, the committee unanimously agreed.
- Coward suggested the small groups meet between the committee meetings.

i. Sponsorship Decks for DLBA Events

- The Deck from 2019 was shared which showed all events held so potential sponsors could look throughout the year to see which event was the best fit for them.
- Suggested milestones:
 - November-January: Review and mark up existing sponsorship deck.
 - January/February: Finalize sponsorship Deck.
 - February-May: Recruit Sponsors.
 - April-September: Audit and evaluate sponsorship deliverables for events.
- Smith volunteered to take the lead on this goal working with Rockwell, Gray, and Estrada.

ii. Identifying events no longer hosted by DLBA

- Find partners to take over
- Suggested milestones:
 - November-January: Determine process for evaluating/surveying events that may be attractive to the public.
 - February-March: Determine methods for recruiting promoters/organizers to take over events.
 - April-August: Recruit for 2023.
- Love volunteered to take the lead on this goal working with Stock, Horton, and Estrada,

iii. DLBA Sponsorship Request Application & Criteria

- Develop process
- Return on deliverables



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- Suggested milestones:
 - November-January: Review existing examples and criteria
 - February-March: Develop draft criteria and process for committee/DLBA staff review.
 - April: Finalize process and criteria
 - May++: Determine timing of launch to the community
 - Coward advised in the past there was not a formal process for evaluating sponsorships nor was the community informed of DLBA's small sponsorships, and the goal is to make sure this occurs.
 - Smith volunteered to take the lead on this goal working with Love, Estrada, and Rockwell.
- iv. Retail Business Promotion
- "Amazing Race" style event; Goose Chase app
 - Suggested timeline:
 - November-January: Determine type of event.
 - February-April: Develop event purpose, logistics, timeline, launch date, and budget.
 - May-July: Title, graphics, partners, sponsors.
 - Lunch date.
 - Coward added that the committee will need to determine what the purpose of the event is.
 - Stock volunteered to take the lead on this goal working with Marquez, Gray, and Estrada.
- b. **RECOMMENDED ACTION:** Discussion and Approval of FY 2021-22 Project Milestones
MOTION: 1st: Estrada, 2nd: Rockwell
VOTE: None opposed. No abstentions. Motion passes.
5. OLD BUSINESS
6. NEW BUSINESS
7. PUBLIC COMMENTS (three minutes on all non-agenda items)
8. ADJOURNMENT
Meeting adjourned at 2:05 PM.

NEXT SPECIAL EVENTS COMMITTEE MEETING:

Tuesday, December 14, 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.