



**DOWNTOWN
LONG BEACH
ALLIANCE**

MEMBERS

Amy Chambers, Chair

Rhonda Love, Vice-Chair

Claudia Ayala

Kat Engel

Judy Estrada

Robert Marquez

Jimmy Spicer

Silissa Uriarte Smith

Clay Wood

STAFF

Broc Coward, COO

Justine Nevarez, Special
Projects Coordinator

Kelsey Mader,
Executive Assistant

Amanda Barrera,
Administrative Assistant

SPECIAL EVENTS & SPONSORSHIP COMMITTEE MINUTES

Tuesday, October 11, 2022

9:30 AM

DLBA Conference Room
100 W Broadway, Ste 120
Long Beach, CA 90802
OR
[**Join Zoom Meeting**](#)
Meeting ID: 828 2087 6849
Passcode: 243669

Voting Present: Amy Chambers, Rhonda Love, Judy Estrada, Rob Marquez, Silissa Uriarte Smith, Claudia Ayala, Jimmy Spicer, Clay Wood, Kat Engel

Voting Absent: N/A

DLBA Staff: Broc Coward, Justine Nevarez, Amanda Barrera

1. CALL TO ORDER and INTRODUCTIONS – Amy Chambers, Chair
Meeting Presentation. Called to order at 9:34 AM.
2. **RECOMMENDED ACTION: Approve minutes from [August 9, 2022 Special Events & Sponsorship Committee Meeting](#)**
MOTION: 1st: Wood; 2nd: Smith. **VOTE:** None opposed. Engel not present for vote.
Motion passes.
3. STAFF REPORT – Broc Coward, COO; Justine Nevarez, Special Projects Coordinator
 - a. Review of DLBA Strategic Plan
 - Goal 3D is in direct reference to Special Events: Rethink DLBA’s Role in the Production of Events.
 - DLBA events for FY 22-23 include New Year’s Eve, Celebrate Downtown, Taste of downtown.
 - DLBA major Sponsored events include Juneteenth, Dia De Los Muertos, and KCRW Summer Nights with LB Walls.
4. CHAIRPERSONS REPORT – Chambers
 - a. Discussion of Potential FY 22-23 Committee Projects
 - Potential projects include: 1. Creating Sponsorships Application Scoring Criteria, 2. Finalize Sponsorship Deck, 3. Coordinate Summer Retail Event, 4. Determine Process of Protecting IP of DLBA Signature Events, 5. Develop an Events & Activities Guide for Prospective Organizers/Promoters, 6. and Identify Non-Event-Based Sponsorship Opportunities.
 - b. **RECOMMENDED ACTION:** Approval of FY 22-23 Committee Projects
 - Based on a tallied vote, the top Goals are: Option 1, Option 2, Option 6, and Option 5.
 - The committee will weigh in on whether 2 of the options can be combined during the next meeting.
 - c. Discussion of FY 22-23 Project Milestones
 - Item moved to next meeting.
5. OLD BUSINESS
6. NEW BUSINESS
7. PUBLIC COMMENTS (three minutes on all non-agenda items)

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8. ADJOURNMENT
Adjourned at 10:39 AM.

NEXT SPECIAL EVENTS COMMITTEE MEETING:

Tuesday, November 8th, 2022

9:30 AM 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.