



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

#### MEMBERS

Rhonda Love, Chair

Laurie Gray, Vice-Chair

Judy Estrada

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 NOTES

Tuesday, September 13, 2022

1:00 PM

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

[Join Zoom Meeting](#)

Meeting ID: 872 6684 0921

Passcode: 720665

**VOTING PRESENT:** Rhonda Love, Judy Estrada, Josh Rockwell, Silissa Uriarte Smith.

**VOTING ABSENT:** Laurie Gray, Robert Marquez, Walid Nasserdeen, Amy Stock.

**DLBA STAFF:** Justine Nevarez, Broc Coward, Amanda Barrera, Michael Berman, Austin Metoyer, Jeremy Ancalade.

**GUESTS:** Tenisha Anderson.

1. CALL TO ORDER and INTRODUCTIONS – Rhonda Love, Chair  
[Meeting Presentation](#). Called to order at 1:08 PM.
2. **RECOMMENDED ACTION: Approve minutes from [August 9, 2022](#) Special Events & Sponsorship Committee Meeting**  
**Action moved due to not meeting quorum.**
3. STAFF REPORT – Justine Nevarez, Special Projects Coordinator
  - a. Review of FY 21-22 Events
    - New Year’s Eve fireworks from 2021 had more visitors than the 2019 event and collected \$5,000 in sponsorships while going over budget by \$3,800.
    - Celebrate Downtown had 911 attendees which was the highest attendance since 2012.
    - As there were no sponsorships collected for the Celebrate event, the expenses went \$19,900 over budget.
    - Taste of Downtown Waterfront revenue is being finalized however, there was generally a decrease in revenue compared to 2019.
4. CHAIRPERSONS REPORT – Love
  - a. Updates on FY 2021-22 Committee Projects
    - i. Sponsorship Decks for DLBA Events – Smith
      - While the sponsorship deck for next year is currently being created, Smith will meet with Nevarez to get the grant application in on time to the Port.
      - The Sponsorship Deck will have a listed out “menu” for sponsors to pick and choose what works best for their organization while including other departments.
    - ii. Identify Downtown Events and Recruit Organizers – Love
      - The working group is in process of determining methods for recruiting promoters.
      - 3 events identified to continue are a Bike Fest, a Funk Fest, and a Beer Fest.
    - iii. DLBA Sponsorship Request Application & Criteria – Smith
      - Coward will review the draft document and return to Smith with feedback.
    - iv. Retail Business Promotion Event – Stock
      - This promotion was moved due to time limitations so it will instead be a summer event for 2023.



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- Next step will be determining a date and a clear description of the expectation of the event and how businesses can participate.
- b. Recommendations for the FY 22-23 Special Events Committee - Love
- Suggestions for current working projects to be carried over include completing the sponsorship application and creating annual events.
  - The committee should explore hybrid meeting options, as well as meeting more frequently even if the lead is not available.
5. OLD BUSINESS  
6. NEW BUSINESS  
7. PUBLIC COMMENTS (three minutes on all non-agenda items)  
8. ADJOURNMENT  
Adjourned at 2:18 PM.

### **NEXT SPECIAL EVENTS COMMITTEE MEETING:**

**October 2022**

***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](mailto: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.