



**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

SPECIAL EVENTS & SPONSORSHIP COMMITTEE MINUTES

Tuesday, January 11, 2022

1:00 PM

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

[Join Zoom Meeting](#)

Meeting ID: 872 6053 9558

Passcode: 403651

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

Voting Absent: Walid Nasserdeen

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

Guests:

1. CALL TO ORDER and INTRODUCTIONS – Rhonda Love, Chair
[Meeting presentation](#). Called to order at 1:05 PM.
2. **RECOMMENDED ACTION: Approve minutes from [November 16, 2021 Special Events & Sponsorship Committee Meeting](#)**
MOTION: 1st: Gray, 2nd: Estrada
VOTE: None opposed. No abstentions. Motion passes.
3. STAFF REPORT – Justine Nevarez, Special Projects Coordinator
 - a. Review of Unfiltered 2021 Photo Contest
 - Nevarez shared the timeline of the Unfiltered Photo Contest as well as the viewfinder award winning photos leading into the Fan Favorite announcement on January 18.
 - b. Review of Holiday Shop & Dine Guide
 - Nevarez shared the number of visitors in East Village and Pike Outlets for 2021, Coward advised that these numbers are collected using visitor sensor counters.
 - Berman advised this holiday shopping period was overall successful showing 1.3M visitors from Nov 27th through the new year.
 - c. Review of New Year's Eve Fireworks
 - Nevarez shared the advertising reach and engagement for the New Year's Eve guide.
 - Coward added that since The Waterfront was serving as an open area for people to view the fireworks, efforts were put behind Downtown as a whole and businesses to allow DLBA to market their specials for New Year's Eve.
 - d. Update on Dinner Sounds Amazing
 - Nevarez advised this would be a "dinner and a show" type of event featuring participating restaurants and bands.
 - Nevarez advised that due to Covid, this event has been postponed until further notice.
4. CHAIRPERSONS REPORT – Love
 - a. Updates on FY 2021-22 Committee Projects
 - i. Sponsorship Decks for DLBA Events – Smith
 - Smith advised materials were received and the first meeting is scheduled for Thursday January 27th at 2pm.



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- ii. Identify Downtown Events and Recruit Organizers – Love
 - Love advised they have received data from DLBA and scheduled the first meeting for Tuesday January 25th.
 - iii. DLBA Sponsorship Request Application & Criteria – Smith
 - Smith advised the working group meeting is scheduled for Friday January 28th at 10am and materials have been received from DLBA.
 - iv. Retail Business Promotion Event – Stock
 - Stock advised the meeting will be scheduled at the end of next week and she will be contacting some staff members of DLBA for further information from a past event.
5. OLD BUSINESS
 6. NEW BUSINESS
 7. PUBLIC COMMENTS (three minutes on all non-agenda items)
 8. ADJOURNMENT
- Meeting adjourned at 1:39 PM

NEXT SPECIAL EVENTS COMMITTEE MEETING:

Tuesday, February 8, 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.