



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

### MEMBERS

Amy Chambers, Chair

Silissa Uriarte-Smith, V. Chair

Judy Estrada

Rob Marquez

Clay Wood

Claudia Ayala

Jennifer Totah-Wolfe

Greg Beck

### STAFF:

Justine Nevarez  
Community Outreach &  
Events Manager

Stewart Stephens  
Programming Assistant

## SPECIAL EVENTS & SPONSORSHIPS COMMITTEE MINUTES

Tuesday, July 16, 2024  
9:30 AM

### DTLB Alliance Conference Room

100 W Broadway, Suite 235  
Long Beach, CA 90802

**Voting Present:** Amy Chambers (Chair), Silissa Uriarte-Smith (V. Chair), Judy Estrada, Greg Beck.

**Voting Absent:** Rob Marquez, Clay Wood, Claudia Ayala, Jennifer Totah-Wolfe.

**Staff:** Justine Nevarez, Stewart Stephens

**Guests:** None.

1. Call to Order – Amy Chambers, Chair  
**Meeting Presentation.** Called to order 9:47 AM.
2. **ACTION: Approval of Minutes from [June 18, 2024 Special Events & Sponsorships Committee Meeting](#).**  
**VOTE: No Quorum.**  
**MOTION: Moved.**
3. STAFF REPORT – Justine Nevarez, Community Outreach & Events Manager
  - a. Microgrant Report
  - b. Art Walk Recap
  - c. Taste of Downtown: Pine & Promenade Recap
  - d. Taste of Downtown: Waterfront Preview
  - e. FY 24-25 Events Calendar Preview
  - (3a.) Nevarez provided an update to the committee regarding the Microgrant Events. The A-Z Show recently occurred, but had some issues with the coordination of the event and would have benefited from better planning. The Willmore Earth Day event also took place (with less than 250 attendees), though Uriarte-Smith was present at the event and spoke positively about the event, describing it as lively, with enjoyable food, great vendors, and other well-received activations. Other microgrant recipients will also be holding several events in the coming months (see PPT slide for the full list of entries between 7/19-8/3). Some of these events may be affected by the temporary street closure on Pine between Broadway and 3<sup>rd</sup>.
  - The goal of this closure is to provide a pilot program for future (possibly permanent) closures in that area and create fun activations for those interested in watching the 2024 Paris Olympics, which will be broadcast by many local bars in the area. Some ideas presented for activating the space include an Olympic Opening Party, Rollers Discos, Beer Olympics events, and a Closing party. Beck mentioned that there will also be a “Bar Olympics” happening at Sake Secret, ISM, Altar Society, the 4<sup>th</sup> Horseman, and Anna’s Joint. Nevarez mentioned that while the Alliance is happy to promote or market these downtown Olympics events, we will not be funding street drinking alcohol permits. Silissa offered to create a focused report on similar activations due on 8/7, and also offered to reach out to Outdoor Play to create an activation in the temporary closure (by Parks & Rec depts.) for families. Other activations could include movie nights, a Renaissance High School Performing Arts Play, and several other options.



## DOWNTOWN LONG BEACH ALLIANCE

### MEMBERS

Amy Chambers, Chair

Silissa Uriarte-Smith, V. Chair

Judy Estrada

Rob Marquez

Clay Wood

Claudia Ayala

Jennifer Totah-Wolfe

Greg Beck

### STAFF:

Justine Nevarez  
Community Outreach &  
Events Manager

Stewart Stephens  
Programming Assistant

Nevarez mentioned that permitting, insurance, and activation plans should be submitted within the next 8 hours. Beck offered another idea for activating the space could include a pet adoption event with the Feline Social Club, though it would need special animal permits, which Uriarte-Smith mentioned could also get assistance from the Parks & Rec dept.

- (3b.) Nevarez also provided a recap of the Ube Fest and Art Walk events which took place recently. This combined event included over 29 events and activations in one day in the downtown area. The event was very successful with lots of energy and excitement from those participating. Beck and Estrada asked if these multi-space events could benefit from enlisting the help of the LB Circuit shuttle (the Alliance has tried in the past, but as the service works more like an ordered Uber, and doesn't use a present circuit route), meaning it may not work as well for bar crawl events.
  - (3c.) Nevarez provided a recap regarding the Taste of Downtown: Pine & Promenade event, which was a great success. Some social media analytics from this event reveal that there was very high engagement on the Alliance's platforms and for Downtown in general (see PPT slides for specific numbers). Chambers spoke positively about the concise format of relaying the social media analytics and would like to see more of this in future meetings for easy review. Nevarez also mentioned that the Pine & Promenade Taste event tends to be the easiest to get vendors and restaurants to participate in. The event broke even in terms of revenue generated, which is on track with previous years' events.
  - (3d.) On a similar note, Nevarez provided a preview of the next Taste of Downtown event at the Waterfront, discussing the location on the Waterfront Green, which provides a scenic setting, but is often difficult to get the Shoreline Village businesses to participate in, because many of them are large corporate entities and are not as in need of the free promotional opportunity as local or small businesses.
  - (3e.) Nevarez provide a list of proposed events for the FY24-25 including the following: a themed Halloween (Horror, Fantasy, and Sci-fi) Bar Crawl in October; a New Year's Eve drone show and Pine Avenue Festival in December; no events in January (Beck proposed a Dry January or Mocktail event); a Valentine's Day Art Walk and Date Night on Pine event for February; Celebrate Downtown in March, a Bike Festival in April (possibly in collaboration with the Catalina Landing); the Mother's Day Art Walk for May; the Taste of Downtown: Pine & Promenade for June (the year's only Taste event); a Sip, Shop, and Stroll event for July; a Beer and Wine Festival for August; and the KCRW Summer Nights celebration in September. This is a very early list of event ideas and neither locations nor activations have been fully planned yet.
4. CHAIRPERSONS REPORT – Chambers
    - a. Sponsorship Deck Updates
    - b. Microgrant Report
    - c. Venue Directory
  - (4a-c.) Regarding the working group projects, the committee intends to divert all future efforts towards the Sponsorship Decks and reports, which will need further effort in the coming months.
5. Old Business
  6. New Business
  7. Public Comment (three minutes on all non-agenda items)
  8. Adjournment  
Adjourned at 10:40 AM



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

### MEMBERS

Amy Chambers, Chair

Silissa Uriarte-Smith, V. Chair

Judy Estrada

Rob Marquez

Clay Wood

Claudia Ayala

Jennifer Totah-Wolfe

Greg Beck

### STAFF:

Justine Nevarez  
Community Outreach &  
Events Manager

Stewart Stephens  
Programming Assistant

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

**Tuesday, August 20, 2024**

**9:30 AM**

Location: DTLB Alliance Conference Room (100 W Broadway, Suite 235)

***Mission: Cultivate, preserve, and promote a healthy, safe  
and prosperous Downtown for all***

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. 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 DTLB Alliance 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.