



**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**

Austin Metoyer, CEO

Justine Nevarez,  
Community Outreach &  
Events Manager

Kelsey Mader,  
Executive Assistant

Amanda Barrera,  
Administrative Assistant

**SPECIAL EVENTS & SPONSORSHIP COMMITTEE MINUTES**

Tuesday, July 11, 2023

9:30 AM

**DLBA Conference Room**  
**100 W Broadway, Ste 120**  
**Long Beach, CA 90802**

**Voting Present:** Amy Chambers, Rhonda Love, Rob Marquez, Silissa Uriarte Smith, Claudia Ayala.

**Voting Absent:** Judy Estrada, Jimmy Spicer, Clay Wood, Kat Engel.

**DLBA Staff:** Justine Nevarez, Amanda Barrera.

**Guests:** Dianne McNinch

1. CALL TO ORDER and INTRODUCTIONS – Amy Chambers, Chair  
[Meeting Presentation](#). Called to order at 9:37 AM.
2. **RECOMMENDED ACTION: Approve minutes from [May 9, 2023](#) Special Events & Sponsorship Committee Meeting. Review notes from [June 13, 2023](#) meeting. VOTE: 1<sup>st</sup>: Uriarte Smith; 2<sup>nd</sup>: Chambers. MOTION: None opposed. No Abstentions. Motion Passes.**
3. STAFF REPORT –Justine Nevarez, Community Outreach & Events Manager
  - a. Discussion of Community Budget Forum – Future of Events
    - The Committee discussed allocating more funds from the budget for microgrants and smaller activations by reducing the Taste of Downtown series to 1 event with an expanded footprint.
    - The Committee would like the PNL from each Taste event to decide which location from the series to cut.
  - b. Recap of Taste of Downtown
    - Taste of Downtown Pine Ave & Promenade had 4,418 visitors which surpassed pre-pandemic numbers.
  - c. Preview of Summer Event Series
    - The series includes a Summer Lunch Picnic on the 3<sup>rd</sup> Wednesday of each month, a Roller Disco on July 29<sup>th</sup>, Date Night on Pine, and Movie on Pine.
4. CHAIRPERSONS REPORT – Chambers
  - a. Group 1 Update – Smith
    - Nevarez and the group lead will schedule a sub-committee meeting to evaluate deliverables of sponsorship.
  - b. Group 2 Update – Estrada
    - Nevarez will go through the deck for the final edits.
  - c. Group 3 Update – Marquez
    - The group will schedule a day to do the final walk audits.
5. OLD BUSINESS
6. NEW BUSINESS
7. PUBLIC COMMENTS (three minutes on all non-agenda items)
8. ADJOURNMENT  
Adjourned at 10:30 AM.

100 West Broadway, Ste 120  
Long Beach, CA 90802  
T: 562.436.4259  
F: 562.437.7850



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## **SPECIAL EVENTS & SPONSORSHIP COMMITTEE MINUTES**

Tuesday, July 11, 2023

9:30 AM

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

**Tuesday, August 8, 2023**

**9:30AM**

**In Person (100 W Broadway, Ste 120, Long Beach)**

***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.

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