



**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, August 13, 2024
9:00 AM

DTLB Alliance Conference Room

100 W Broadway, Suite 235
Long Beach, CA 90802

Voting Present: Silissa Uriarte-Smith (V. Chair), Judy Estrada, Rob Marquez, Clay Wood, Clay Wood, Claudia Ayala.

Voting Absent: Amy Chambers (Chair), Jennifer Totah-Wolfe, Greg Beck.

Staff: Justine Nevarez, Stewart Stephens.

Guests: None.

1. Call to Order – Amy Chambers, Chair
[Meeting Presentation](#). Called to order 9:22 AM.
 2. **ACTION: Approval of Minutes from [June 18, 2024](#) & Notes from [July 16, 2024](#) Special Events & Sponsorships Committee Meetings.**
MOTION: 1st: Uriarte-Smith; 2nd: Estrada.
VOTE: None Opposed. No Abstentions. Motion Passes.
 3. STAFF REPORT – Justine Nevarez, Community Outreach & Events Manager
 - a. Microgrant Report
 - b. Art Walk Recap
 - c. Pine Ave Closure Preview
- (3a.) Updates were provided regarding the Microgrant events. Despite the Partake Night Market having less than 250 attendees, the event went well and had a great turnout from vendors. The remaining Microgrant events included LB Disability Pride and the PARA Hoedown. Nevarez mentioned that updates need to be made to the application process. This has been a rough year for Microgrant events, as many of the recipients struggled with poor execution and planning, resulting in a few events not even taking place, and a few others struggling to coordinate a successful event. The group discussed that there were possibly too many recipients this year and not enough money going to each. This process took a lot of the department manager's time and after the lackluster results, the group considered that it may not be worth all the effort. Wood asked if more responsibility could be given to future committee members to help with the workload of managing the microgrants and their recipients. Nevarez mentioned that one part of the process that took the longest was the collection and processing of invoices, but she was amenable to expanding committee member responsibilities for this program in the future. Marquez stated that it has been difficult enough to get committee members to show up as much as is needed. Stipulations need to be added to the microgrant application process to weed out less committed or poorly organized event plans. One stipulation to be added to the requirements for the Microgrant recipients should be that they are free and open to the public. Uriarte-Smith added that we should recommend that potential recipients should not merely create an event just to get the money but should already have plans to host their own events, which the funds would supplement. The group also advised that future Microgrant applications recommend event planners come to DTLB



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Alliance Special Events committees to foster greater collaboration and communication on event planning (especially if they are in need of assistance). In an effort to fine-tune the application process, Uriarte-Smith recommended we decrease the number of recipients to 5 and increase the amounts to \$1000 each, and be more discerning with the recipient choices, to which the group agreed.

- (3c.) Nevarez provided a preview of the upcoming street closure on Pine Ave, stating that this event permit will look different than in the past with the City's involvement, which will include Council District I and the Alliance combining efforts to cover the cost of insurance and other expenses (splitting the \$20,000 total evenly between the two). This model will serve as a trial run for future temporary (or long-term) street closures on Pine. The events that will take place on this street closure will include: Gay Pine Takeover (8/24), Sunset Health and Wellness Fair (8/28), 2 Alliance Roller Discos (8/29 & 9/5), Ascent LB (9/6), and Grey's Viva LB event (9/7). There will be water barricades near the intersections of Broadway and 3rd, but alcohol sales will require even further separation. Smaller activations are welcome in this enclosure during hours not claimed by the current events lineup. Some of these smaller activations will include a drum circle, yoga, and similar events that do not need additional permitting.
- 4. CHAIRPERSONS REPORT – Chambers
 - a. Sponsorship Deck Update
 - b. Venue Directory
 - c. Retail Event
- (4a.) The group discussed the Sponsorship Deck working group project. Claudia and Silissa will follow up with their updates to the deck and will submit their materials prior to the next committee meeting. They needed just a bit more time to focus the SOPs from previous years' events.
- (4b.) Regarding the Venue Directory, the group decided to put this project on hold because it required too much work, though it could be picked up again by a future committee working group. Estrada recommended that we create a sign up on the website for businesses wanting to be included in the directory. This would require more input from the people who directly benefit from the directory's development.
- (4c.) The group is still awaiting results from the statistics and surveys generated by the Sip, Shop, and Stroll retail event, but still hopes to hold it in future years with some small tweaks to the logistics and details for a more successful event. In the future, the committee would like this to better mirror Belmont Shore's Stroll & Savor retail events.
- 5. Old Business
 - Uriarte-Smith stated that committee members should attempt to find ways to better support Justine and the Special events committee, especially by looking for more rate payers, business owners, and downtown residents who could join the committee in the FY 24-25. If they have recommendations, they should get approval from Justine and email Kelsey.



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6. New Business
 - Nevarez invited the group to Thursday's Taste of Downtown: Waterfront event, and mentioned that they will aim to hold their end-of-fiscal-year committee happy hour on 9/3
7. Public Comment (three minutes on all non-agenda items)
8. Adjournment
Adjourned 10:05 AM.

NEXT SPECIAL EVENTS & SPONSORSHIPS COMMITTEE MEETING:

Tuesday, September 10, 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***

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