

DLBA Special Events & Sponsorship

August 13, 2024

DLBA Conference Room



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

I. CALL TO ORDER – Amy Chambers, Chair

Members:

Amy Chambers (Chair), Silissa Uriarte Smith (Vice Chair), Robert Marquez Claudia Ayala, Greg Beck, Judy Estrada, Jennifer Totah-Wolfe, Clay Wood

DLBA Staff:

Austin Metoyer, President & CEO
Justine Nevarez, Community Outreach & Events Manager
Stew Stephens, Programming Assistant

2. ACTION ITEM: Approve minutes from June 18, 2024 Special Events & Sponsorship Committee Meeting

Staff Report



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

3a. Microgrant Report

- Awardees

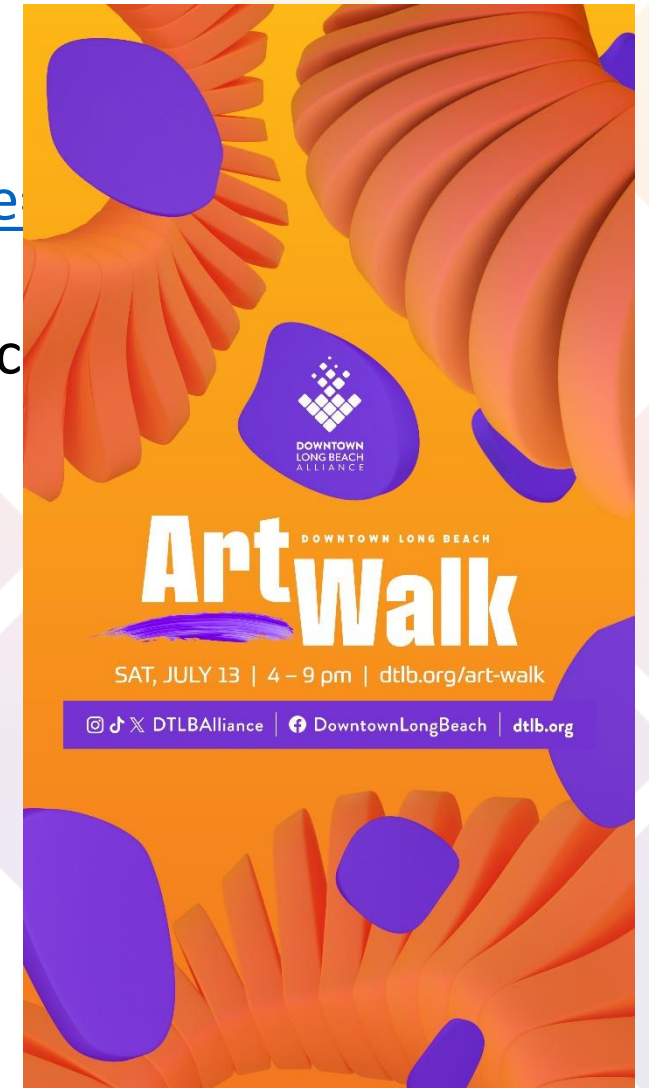
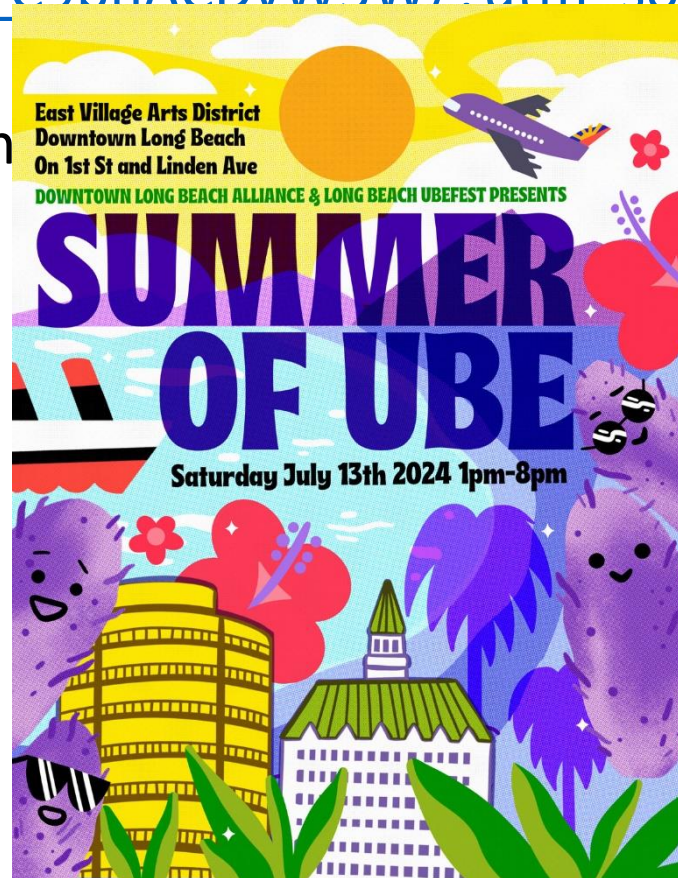
- April 13 – The LGBTQ Center “Queer Prom”
- April 13 – Record Box “Covers”
- May 5 – CarLite LB “Downtown Transit Tour”
- May 26 – LB Bike CoOp “Fixit Days”
- June 15 – Dawning Days “Men’s Mental Health Awareness”
- June 22 – A2theZshow “Same Soul Same Love”
- June 29– Willmore “Earth Day”
- July 19– Partake Collective “Night Market”
 - Under 250; Attendance RSVPs, Vendor attendance, Donations for nonprofit
- July 26 – LB Disability Pride
- **September 28 – PARA “Downtown Hoedown”**

3b. Art Walk

- **Ube recap:**

https://www.instagram.com/reel/C9hhACDvW5W/?utm_source=sh=MzRIODBiNWFIZA==

- **Map:** <https://www.instagram.com>



3c. Pine Ave Event Series Preview

- Sat 8/24: LB Living's Big Gay Pine Takeover
- Wed 8/28: Sunset Health & Wellness Fair
- Thu 8/29: DTLBA's Roller Disco
- Thu 9/5: DTLBA's Roller Disco
- Fri 9/6: LB Living's Ascent (Mini Burning Man)
- Sat 9/7: Grey LB's Viva LB



Chairperson Report



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

4a. Chairperson's Report – Chambers

- Project Groups –
 - Group 1 – Sponsorship Recruitment
 - Silissa, Claudia
 - Group 2 – Venue Directory
 - Robert, Greg
 - Group 3 – Retail Event
 - Jennifer, Clay, Judy

4a. Group I – Sponsorship Recruitment

- January – meet with MarCom to identify changes to be made to sponsorship deck & create marketing plan, and make edits to sponsorship deck
- February – identify potential sponsors within the community & create database
- March – begin promoting on social media & sending to orgs on database
- April+ – continue sharing sponsorship deck & recruiting sponsors
- MICROGRANT REPORT

4a. Group 2 – Venue Directory

- **January – add new establishments to existing database**
- **February – send form to property owners**
- **March – update directory**
- April – first draft due
- May – final draft due
- June – meet with MarCom to create marketing plan
- July – market directory and host open house at featured properties inviting event organizers to check out the spaces
- August+ - continue sharing directory

4a. Group 3 – Retail Event

- January – host info session for EV retailers to gain insight & finalize name
- February – meet with MarCom to create marketing plan & announce event to retailers
- March – continue gathering info from businesses
- April – announce event to public & begin selling tickets
- May – event! Survey participants & attendees
- June - report

5. OLD BUSINESS

6. NEW BUSINESS

7. PUBLIC COMMENTS (three minutes on all non-agenda items)

8. ADJOURNMENT