DOWNTOWN LONG BEACH ALLIANCE

MEMBERS

Alex Escobar (Chair)

Judy Estrada (V. Chair)

Robert Marquez

Jess Evans

Brendan Le

Shawnese Armstrong

Michele Valencia

Michael Vitug

Christy Caldwell

STAFF:

Austin Metoyer
President & CEO

Rodrigo Rodarte
Sr. Placemaking & Activations Manager

Crystal Angulo Garcia
Events Contractor

Koda Strider
Administrative Services Coordinator

100 West Broadway, Ste 235
Long Beach, CA 90802
T: 562.436.4259

SPECIAL EVENTS & SPONSORSHIPS COMMITTEE MINUTES

Thursday, September 10, 2026
10:00 AM

DTLB Alliance Conference Room
100 W Broadway, Suite 235
Long Beach, CA 90802

Present: Alex Escobar, Michael Vitug, Jess Evans, Michele Valencia, Christy Caldwell
Absent: Robert Marquez, Judy Estrada, Brendan Le, Shawnese Armstrong
DTLB Alliance Staff: Austin Metoyer, Rodrigo Rodarte, Greg Daniels, Koda Strider

1. Call to Order – Alex Escobar, Chair
   Meeting Presentation. Called to order at 10:03 AM.

2. **ACTION: Approval of Minutes from August 13, 2026 Special Events & Sponsorships Committee Meeting.**
   MOTION: 1st: Vitug; 2nd: Valencia.
   VOTE: None opposed. No abstentions. Motion passes.

3. STAFF REPORT – Rodarte & Metoyer
   a. Recent Events
      i. August 22: Taste of Downtown + KCRW Summer Nights – 6,000 attendees, up from 4,400 in 2025, 22 participating restaurants including ISM, King's Fish House, Breakfast Bar, RICH, and more, 7 local vendors and sponsors, and 4 musical acts throughout the footprint.
   b. Overview of 25-26 Events Calendar (September-October)
      i. September: Paws on the Promenade (1st), Friends of Lincoln Park Cleanup (12th), DTLB Live! with The State of the Arts (19th)
      ii. October: DTLB Live! and ICMA Conference (17th), Fright Fest (24th)
   c. Running List of Sponsorships
      i. The Port of Long Beach has sponsored many Alliance events such as Taste of Downtown ($2,500), DTLB Live! ($7,500), the Mutt Mitt stations ($1,000), the East Village Arts District mural ($1,000), the Waterfront mural ($1,000), Art + Design Walk ($2,500), Lincoln Park Cleanup ($1,000), and Utility Box Wraps ($1,000).
      ii. The Mutt Mitt stations are also sponsored by Susanto Insurance Co ($1,000).
      iii. The Galaxy Bar at the World Cup activation was sponsored by In-Kind Supplies, Discounted Product, and Anheuser-Busch.
      iv. Taste of Downtown was also sponsored by various bars in Downtown, Milagro Tequila ($1,000), and DoorDash ($1,000).
   d. FY 26-27 Proposed Events Schedule
      i. All months will feature Paws on the Promenade and DTLB Live! events.
      ii. Art + Design Walk is tentatively planned to occur in April and July.
      iii. Other planned events include Fright Fest in October, Shop Small Saturday in November, Warped Tour Block Party in February, Gateway to Pride in May, and Taste of Downtown in August.
   e. FY 26-27 Committee Structure Update

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i. The Board approved eliminating the five standing programming committees and replacing them with more flexible community forums, task forces, ad hoc groups, and working groups as needed.
ii. Future forums are intended to gather broader community input on topics such as events, public safety, and economic development, while short-term working groups or task forces would focus on specific, achievable projects.
iii. Members emphasized maintaining momentum from the committee's volunteer program, including continued volunteer recruitment, appreciation events, and opportunities to keep volunteers engaged throughout the year.
iv. Members suggested stronger connections with neighborhood associations, including possible neighborhood liaisons to share information, gather feedback, and support community-led events and activations.
v. Additional potential task-force topics included event permitting and reducing event-related costs.
vi. Final decisions on forums, working groups, and task forces are expected to be determined through Board discussions in October.
vii. Members also supported informal mixers or happy hours as a low-pressure way to maintain relationships and encourage continued participation after the monthly committee structure ends.

4. CHAIRPERSON'S REPORT – Alex Escobar, Chair
    a. Escobar reminded members to complete the sponsor and volunteer intake forms identifying potential contacts, giving opportunities, and volunteer leads for the upcoming fiscal year.
    b. Escobar will resend the forms after the meeting to anyone who has not yet completed them.
    c. Members suggested using QR codes at downtown restaurants and bars to help recruit additional volunteers.
5. Old Business
6. New Business
    a. Members agreed to hold a final committee happy hour on Thursday, September 17 at 5:00 p.m. at The Ordinarie; staff will send a calendar invite and use the follow-up to remind members that this was the committee's final meeting.
    b. Members discussed incorporating more local bands into future DTLB Live! events, including a possible battle-of-the-bands format with audience participation and opportunities for winning acts to perform at larger events.
7. Public Comment (three minutes on all non-agenda items)
8. Adjournment
   Adjourned at 10:56 AM.

NEXT SPECIAL EVENTS & SPONSORSHIPS COMMITTEE MEETING:

TBD

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

DOWNTOWN LONG BEACH ALLIANCE

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@dtlb.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.

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