DOWNTOWN LONG BEACH ALLIANCE

MEMBERS

Clay Wood (Chair)

Clare Le Bras (V. Chair)

Robert Marquez

Judy Estrada

Alex Escobar

Brendan Le

James Turner

Shawnese Armstrong

Michael Vitug

STAFF:

Justine Nevarez
Community Outreach & Events Manager

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 11, 2025
10:00 AM

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

Present: Clare Le Bras, Robert Marquez, Judy Estrada, James Turner, Brenden Le, Shawnese Armstrong, Michael Vitug
Absent: Clay Wood, Alex Escobar
DTLB Alliance Staff: Justine Nevarez, Koda Strider
Guests:

1. Call to Order – Clare Le Bras, Vice Chair
   Meeting Presentation. Called to order at 10:05AM.

2. **ACTION: Approval of Minutes from August 14, 2025 Special Events & Sponsorships Committee Meeting.**
   MOTION: 1st: Le Bras; 2nd: Vitug.
   VOTE: None opposed. No abstentions. Motion passes.

3. CHAIRPERSONS REPORT – Le Bras
   a. Final Report Group 1: Sponsorship
      i. We've raised ~$40K in sponsorships this year.
      ii. That money will go to sponsoring turnkey events from other event organizers.
   b. Final Report Group 2: Outreach
      i. Members have been going business to business to encourage relationship-building.
      ii. This year, our events such as Taste of Downtown received better turnout and better feedback from local businesses than in previous years.
      iii. Le Bras wants to focus on reaching out to businesses that don't participate in our events and find out why they don't.
   c. Final Report Group 3: Bringing events to DTLB
      i. We have a new partnership with Angel City Market, who are planning on doing a monthly market in 2026. They will be combining with our events such as Shop Small Saturday and Live After 5.
      ii. Culinary students from Browning High School want to start partnering with Art Walk and other events.
      iii. The World Cup is happening next year, smaller events and activations will need to be planned around and with that large event.

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4. STAFF REPORT – Justine Nevarez, Community Outreach & Events Manager
    a. End of Fiscal Year Events Report
        i. DTLB Art + Design Walk: 10/12 + Arts Month, 2/8 + BHM Event, 4/12 + Celebrate DT, 7/26 + Warped Tour
        ii. Bar Crawl: 11/21 Pre-Holiday, 1/16 Mocktail
        iii. Taste of Downtown: 5/3 Sip Shop & Stroll, 6/11-12 Pine & Promenade, 8/16 Bevs Bites & Beats + KCRW
        iv. Miscellaneous: 5/18 Gateway to Pride, 8/2 EZ Sip Kick-off
    b. Art + Design Walk (10/11) Preview
    c. Fright Fest (10/25) Preview
5. Old Business
6. New Business
7. Public Comment (three minutes on all non-agenda items)
8. Adjournment
   Adjourned at 10:47AM.

NEXT SPECIAL EVENTS & SPONSORSHIPS COMMITTEE MEETING:

Thursday, December 11, 2025

10:00 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@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.