



**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

Broc Coward, COO

Justine Nevarez, Special
Projects Coordinator

Kelsey Mader,
Executive Assistant

Amanda Barrera,
Administrative Assistant

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

SPECIAL EVENTS & SPONSORSHIP COMMITTEE MINUTES

Tuesday, December 13, 2022

9:30 AM

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

OR

[Join Zoom Meeting](#)
Meeting ID: 871 0580 2128
Passcode: 371961

Voting Present: Amy Chambers, Judy Estrada, Rob Marquez, Silissa Uriarte Smith, Claudia Ayala, Clay Wood

Voting Absent: Rhonda Love, Jimmy Spicer, Kat Engel

DLBA Staff: Justine Nevarez, Amanda Barrera

1. CALL TO ORDER and INTRODUCTIONS – Amy Chambers, Chair
[Meeting Presentation](#). Called to order at 9:38am.
2. **RECOMMENDED ACTION: Approve minutes from [November 8, 2022 Special Events & Sponsorship Committee Meeting](#)**
Motion: 1st: Uriarte Smith; 2nd: Wood.
VOTE: None opposed. No abstentions. Motion passes.
3. STAFF REPORT –Justine Nevarez, Special Projects Coordinator
 - a. Update on Unfiltered Photo Competition
 - Viewfinder Award event at Lupe’s Del Mar on 11/17/22.
 - Fan Favorite voting ends 12/13/22 and will be announced 12/15/22 6pm.
 - b. Update on Shop Small Saturday & Holiday Shopping Season
 - Took place on Saturday, November 26, 2022 and had music activations, free transportation options, and free marketing for participating DTLB businesses.
 - There were 86.74k visitors vs 78.9k in 2021.
 - There will be music activations each Saturday in December to support the Holiday Shopping Season.
 - c. Preview of New Year’s Eve
 - DLBA is hosting a 9pm and 12am New Year’s Eve firework show.
4. CHAIRPERSONS REPORT – Chambers
 - a. Finalize FY 22-23 Project Milestones
 - Group 3 will be meeting before the end of the year to meet some of the milestone deadlines, while a schedule will be confirmed for the other 2 groups to meet after the new year.
 - b. Break into Project Groups
 - Item moved due to lack of group attendance.
 - c. Recap & Next Steps - Project Groups
 - Item moved due to lack of group attendance.



**DOWNTOWN
LONG BEACH
ALLIANCE**

SPECIAL EVENTS & SPONSORSHIP COMMITTEE MINUTES

Tuesday, December 13, 2022

9:30 AM

5. OLD BUSINESS
6. NEW BUSINESS
7. PUBLIC COMMENTS (three minutes on all non-agenda items)
8. ADJOURNMENT
Adjourned at 10:08am.

NEXT SPECIAL EVENTS COMMITTEE MEETING:

**Tuesday, January 10, 2023
9:30AM**

***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. 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.