SPECIAL EVENTS & SPONSORSHIP COMMITTEE MINUTES
Tuesday, December 13, 2022
9:30 AM

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.
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