Special Events & Sponsorship Committee Minutes

Wednesday, October 9, 2019
1:00 PM
DLBA Conference Room
100 W. Broadway, Suite 120
Long Beach, CA 90802

Voting Present: Laurie Gray, Jeremy Schott, Erin Booker, Aly Cane, Romeo Garcia, Heather Kern, Karina Martinez, Walid Nasserden, Liz Simmons
Voting Absent: N/A
Staff: Nalysia Tea, Kraig Kojian, Monica Morrill, Lauren Mayne

1. CALL TO ORDER and INTRODUCTIONS – Laurie Gray, Chair
Meeting called to order at 1:07pm Meeting Presentation

2. CHAIRPERSONS REPORT
   A. Review Committee and Staff’s Expectations, Responsibilities and Structure (i.e.: working groups): meetings will be held on the second Tuesday of every month, committee will keep time to an hour, and the committee members will work in an advisory role. Working groups will be formed, and committee members will be assigned based on interest.
   B. Review Departmental Strategic Plan Objectives identified in Vision 2020 (slides 4-6 presented)
      • This is a new committee for the fiscal year 2019-20, previously combined with the Marketing & Comm Committee. The work of this committee will be focused on sponsorship, partnership and events. DLBA wants the committee to be a part of achieving strategic plan objectives and have measurable results, highlighting areas like raising revenue, partnerships and event evaluations. DLBA is looking to fill an Events & Sponsorship Manager position, job was posted through October 4th, currently working on phone screening candidates. In forming this committee, the DLBA wants to utilize the individual’s relationships with the community to raise awareness and revenue for events and help achieve committee goals.
   C. Review 2019-20 Committee Goals
      i. Review Draft Criteria of Event Evaluation (slides 7-13 presented)
         a. New Year’s Eve: Programming accounts for 29% of the budget, and most of that cost goes towards fireworks. DLBA produces 18-20 annual events a year, or about 2 a month. Live After 5(LA5) goes dark in November and will return in April, Taste of Downtown has Pine & Promenade, East Village and Waterfront, all running for two nights. Summer & Music will return next year and will produce three events. All DLBA events are free, the opportunity for
revenue generating for all events would be sponsorship, as well as, tickets sold for food and beverage. Sponsorship and in-kind donations would help to offset any cost that the DLBA is putting out or any lost revenue and could relieve the budget. DLBA performs two surveys around events, intercept and business. Intercept are done during the event in real time to gather feedback from attendees, and the business surveys are sent out before or after the events, to see how they were impacted. (Tea will share the results from 2018-19 survey results via the Google Drive)

Lauren Mayne, DLBA staff member, is responsible for promoting events via Social Media. The sooner the better when it comes to promoting events, getting details locked in months before big events will help with overall event reach and attendance.

ii. Establish Revenue Goals for 2019-20 (slide 14 presented)
- Sponsorship Revenue vs. Ticket/Vendor Revenue – Sponsorship revenue is strictly monetary donations. Ticket/Vendor Revenue is concessions, food and beverage or pop up vendors during an event. Revenue helps DLBA to balance the budget. If we can increase sponsorship and community involvement, DLBA can decrease the amount of seed money, and the potential to create new events and/or enhancing an existing event.
- Committee requested a copy of the 2018-19 budget actuals in comparison to 2019-20 projected budget.
- Cane suggests having a lower level of sponsorship within the sponsorship deck, giving more Downtown stakeholders a chance to participate and sponsor.
- DLBA seed money is guaranteed. Revenue goals are very conservative by design, any overage made can go back into the program and department.

iii. Establish Committee Goal #3 (optional): committee does not have a set goal, can be established later.

3. STAFF REPORT – Kraig Kojian, President & CEO
   A. Committee Dashboard (slide 16 presented): Produced on a monthly basis based on the committee’s progress of their goals. Can get updated as goals shift or change or new ones are added, it is used as a baseline for the year. The dashboard is a public facing document, and is used for the Executive Committee, Board of Directors and members of the public.
   B. Department Budget (slide 17 presented):
   - Slide shows the revenue side, some acronyms broken down:
     - PBID: Funding source from property owners.
4. OLD BUSINESS
   - Sponsorship deck will be shared on the google drive for committee use.

5. NEW BUSINESS

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

7. ADJOURNMENT

Meeting adjourned at 2:15pm