SPECIAL EVENTS & SPONSORSHIP COMMITTEE
MINUTES

Tuesday, November 12, 2019
1:00 PM
DLBA Conference Room
100 W. Broadway, Suite 120
Long Beach, CA 90802
and
WeWork
41 Corsham St, Hoxton, London N1 6DR

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

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

2. ACTION ITEM: Approve minutes from October 9, 2019 Special Events & Sponsorship Committee Meeting. 1st: Kern 2nd: Nasserden. None opposed, no abstentions. Motion carries.

3. CHAIRPERSONS REPORT – Laurie Gray, Chair
   A. Establish Working Groups & Leaders
      i. Event evaluation criteria – Schott (lead), Nasserden, Booker, Kern, Simmons.
      ii. Develop event sponsorship – Gray (lead), Martinez, Garcia, Cane.

4. STAFF REPORT – Kraig Kojian, President & CEO
   A. Review Sponsorship Deck
      • Suggestion to have smaller donation amounts, as well as a variety of in-kind donation options and an explanation of what the in-kind donation money goes towards. In-kind donations all will vary and will be on a case-by-case basis. Working groups can discuss options for smaller donations, and how best to work with them. Sponsorship deck provides an overview of who we are and what we do, a boiled down version of information from the website, will provide a background for potential sponsors. Committee and working group focus would be to help with warm introductions and reworking of the sponsorship deck. Suggestion from the committee: add photo examples of what is being described in words, and a snapshot of demographic reach regarding social media for each event.

   B. 2018-19 Budget Actuals vs. 2019-20 Projected Budget
      • Adjustments need to be made to reflect actuals for 2018-19.

   C. Committee Dashboard and YTD Budget Status
      • Dashboard is a resource for each department at the DLBA, and it reflects the goals that each committee has set. Dashboard gets updated on a monthly basis and always a month behind. Current version is September 2019 Dashboard.
5. **WORKING GROUP BREAK-OUT SESSION**
   - **Sponsorship Recap:** Working group has set a stretch sponsorship goal of $80,000 vs. the $61,000 approved in the FFY 19-20 budget. Will work to monetize in-kind donations and assign a value to them, target existing sponsors to give a higher dollar amount, and work to renew expired sponsors. **ACTION:** Before the next committee meeting, each member has of the working group has been tasked to provide a list of their top 20 new potential sponsors for 2020. Sponsorship deck will continue to be a major focus of the group, want to rework and streamline.
   - **Event Evaluation Recap:** **ACTION:** Working group will review events calendar before next meeting and will return with any comments or questions that could be included in future surveys. LA5 will be a major focus for the group, seeing how it can be better approached for 2020.

6. **OLD BUSINESS**

7. **NEW BUSINESS**

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

9. **ADJOURNMENT**
   Meeting adjourned at 1:57pm

**BOLD FACE TYPE = ACTION OR FOLLOW-UP ITEMS**

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**NEXT SCHEDULED**

Special Events & Sponsorship Committee Meeting
Tuesday, December 10, 2019
1:00 PM
DLBA Conference Room
100 W. Broadway, Ste. 120 Long Beach, CA 90802

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

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