SPECIAL EVENTS & SPONSORSHIP COMMITTEE
MINUTES

Tuesday, January 14, 2020
1:00 PM
DLBA Conference Room
100 W. Broadway, Suite 120
Long Beach, CA 90802

Voting Present: Laurie Gray, Jeremy Schott, Erin Booker, Heather Kern, Walid Nasserden, Liz Simmons
Voting Absent: Aly Cane, Romeo Garcia, Karina Martinez
Guests: Megan Papageorge
DLBA Staff: Kraig Kojian, Monica Morrill, Lauren Mayne

1. CALL TO ORDER and INTRODUCTIONS – Laurie Gray, Chair
   Meeting called to order at 1:02 pm.

2. ACTION ITEM: Approve minutes from December 10, 2019 Special Events & Sponsorship Committee Meeting. 1st: Kern. 2nd: Schott. Booker not present for voting. None opposed, no abstentions. Motion carries.

3. CHAIRPERSONS REPORT – Laurie Gray, Chair
   A. Working Group Updates and Breakout Sessions
      a. Events Working Group – Jeremy Schott – East Village Association is looking for some potential financial support of their Second Saturday Art Walk and suggested taking money from LA5. LA5 is one of DLBA’s signature events, and to make it successful for each neighborhood, businesses need to participate. LA5 is meant to target Downtown employees and residents to stay in the Downtown after work on a Thursday. Schott will attend the next EVA meeting to get some more information to bring back to the DLBA.
      b. Sponsorship Working Group – Laurie Gray – Working group (WG) met early in the week to discuss the sponsorship deck and potential sponsors, will be working on suggested changes for the sponsorship deck and bring to next committee meeting. WG is looking to plan a “thank you event” for sponsors. This would be an opportunity to bring in new sponsors and existing sponsors, give them an idea of upcoming events and discuss the sponsorship deck. WG will coordinate with DLBA staff to discuss logistics and the possibility of creating this event. ACTION ITEM: Coordinate meeting with Kojian & Gray.

4. STAFF REPORT – Kraig Kojian, President & CEO
   A. Shop Small Saturday Business Survey Results – Out of the 50+ businesses that participated in Shop Small Saturday, 18 responses were collected. This is strictly a survey given to business owners after the event, no evaluation or summary is compiled to go along with it. DLBA is working on adding an evaluation to compliment surveys. Suggestions from committee members: Dropping off a hard copy of the survey to participating businesses or have a staff member or street team member do the survey in person.
   B. Review NYE at Waterfront – Megan Papageorge, Sweet Peach Planning – Video of the event can be seen here. There was an estimate of 2,300 people throughout the
event, and over 64,000 people saw the event via social media and marketing ads. Having an East Coast countdown and 9 PM firework show made for a large group of spectators. Strolling entertainment and interactive stations were a big hit with the kids and adults, room to add more next year. Interactive art stations were a success, temporary tattoo station could use more support and might be better as a floating station. Sweet treats were more popular over savory, and alcoholic beverages were not as big of a seller as initially planned, look for alternatives to alcohol for next year, such as Coffee/Hot Cocoa Bar.

Questions from committee members:

- As most families come for the fireworks, is it worth having the event start at 5 PM? Yes, 5-7 PM was a great building time, having a build up to the event gets people more excited. Most stations were already busy by 5:30 PM.
- What would you change if you did the event next year? Would choose to have one band instead of two, the turn around time between two bands is tough.

Suggestions from committee members:

- More signage to direct people to the proper entrance area

C. Department Dashboard and YTD Budget Status

5. OLD BUSINESS

6. NEW BUSINESS

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

8. ADJOURNMENT

Meeting adjourned at 2:09 pm.

NEXT SCHEDULED
Tuesday, February 11, 2020
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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