



**DOWNTOWN
LONG BEACH
ALLIANCE**

SPECIAL EVENTS & SPONSORSHIP COMMITTEE MINUTES

**Tuesday, March 9, 2021
1:00 PM**

Voting Present: Laurie Gray, Liz Simmons, Jeremy Schott, Erin Booker, Karina Martinez, Walid Nasserdeen, Rhonda Love

Staff: Broc Coward, Justine Nevarez, Erica Beighley

Guests: Pat Welch- Board Member/Public Safety Committee Vice Chair

1. CALL TO ORDER and INTRODUCTIONS – Laurie Gray, Chair
Meeting called to order at 1:02 PM. [Meeting Presentation](#).
2. **ACTION ITEM: Approve minutes from [February 9, 2021](#) Special Events & Sponsorship Committee Meeting. 1st: Nasserdeen. 2nd: Martinez. None opposed, No abstentions. Motion Carries.**
3. STAFF REPORT
 - a. Review of Virtual Taste of Downtown- February Black History Month (Lauren Mayne, Digital Marketing and Social Media Coordinator). Presented slides 4-5.
 - Mayne informed Committee this event was the second event DLBA has streamed Live. Mayne added the event was Live on FB pushing it to a wider audience and shared live through participant's own social media platforms which resulted in the live viewership being significantly higher. For this event there were adds running on FB to promote businesses that were on the schedule as well as the event itself and contributed to an event reach of about 20,000.
 - Nasserdeen asked Mayne if she was able to track the history of events based on what DLBA had done in the past vs. what they are doing currently to see what has worked best? Mayne responded she would have to calculate manually when businesses go Live on their pages. Coward suggested for Mayne to chart that information for next month's meeting.
 - b. Preview of Virtual Taste of Downtown- March Women's History Month (Justine Nevarez, Special Projects Coordinator). Presented slide 6.
 - Nevarez shared a tentative lineup for March's VTOD adding DJ Lilli Bird would be the opening act as well as the emcee for the event and trying to squeeze in one more business, The Camp Transformation Center, after their grand opening next week.
 - Nevarez informed the Committee March's VTOD will be held on 3.26.21 from 6-9 PM and would feature all Women-Owned Businesses in honor of Women's History Month. Coward asked Nevarez to share the event graphic with Committee Members for them to be able to promote it on their social media pages and add it to email signatures.
 - Welch asked if there was a regular schedule for these events? Nevarez answered DLBA tries to hold one monthly and did not have one in December because there was not enough participation. Nevarez added that since going pre-recorded it seems to have increased involvement and found that Fridays are the best days to hold them.
 - Nevarez presented ideas she brainstormed for possible upcoming events. She shared she would love to do a Save our Stages event that would include all restaurants and live music venues in the area participating in a Battle of the Bands' competition and having a cocktail/bar food competition. June is PRIDE month and could highlight all LGBTQ-owned businesses. Nevarez informed Committee the Aqua Link is scheduled to reopen in July and could promote that with a waterfront focus. Nevarez also shared she would like to do a Wellness Retreat event that would be all spa kind of things such as crystals, teas, and juices. Martinez added Earth Day is coming up next month and could have a competition on recycling things you have in the store or restaurants, could be around sustainability or upcycling as well.
 - Nasserdeen asked if DLBA had planned an event to bring traffic back to downtown if the state allowed in time for the Grand Prix in September? Coward answered that there are plans to resume marketing campaigns that were paused in November due to the Safer at Home promoting all businesses and downtown as a whole to the region. As for an event,

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DLBA is reevaluating what events they must budget for after redistributing it elsewhere. Coward added it will be interesting to see beyond the health orders how DLBA will participate in events, whether they continue to be the organizer of all signature events or if they take a step back and fill more of a sponsor role. Events are costly to put on and DLBA wants to best utilize the available budget.

4. CHAIRPERSONS REPORT- Gray. Presented slides 8-12.

a. Update on committee vacancies

- Gray shared Garcia and Cane had left the Committee and currently finalizing the process after interviewing two good candidates and adding two new members by next month. Gray informed Committee of Kern's decision to step down for a while and will have her spot filled by DLBA's newest Board Member Rhonda Love.

b. Review of Committee Goals and Activities

i. Live Stream Best Practices

- Gray asked for two members to volunteer to take on best practices that we will be able to share with other businesses. Martinez and Booker expressed interest in working together on this piece. Coward shared he started surveying the internet for advice on what best practices should be when doing a Live Stream event. Nasserdeen asked to be included to share his online conference event he participated in.

ii. Fresh Start Donation Campaign- Collaborating with DLBA's Public Safety Committee

- Simmons shared an example of a drive she participated in during Christmas using an Amazon Wishlist to be able to receive items from stakeholders with limited contact in addition to drop-off locations. Simmons informed Committee Amazon Wishlist would have items pre-populated to make it easier to contribute. They also can have the inventory set and when that number was reached, they could send the purchased items directly to the organizations. Nasserdeen offered to ask his apartment building to have a donation drop off placed in the lobby and suggested to have a QR code to directly link to the Amazon Wishlist.
- Coward shared towels and hygiene kits would be donated to service providers that offer services within DT Long Beach, such as the Multi-Service Center, Long Beach Rescue Mission, and Mental Health America. Coward added it takes about 17-23 contacts per person before a person experiencing homelessness accepts any assistance. Offering hygiene kits and a warm shower works to build trust and eventually leads to helping a homeless individual get off the streets. Places like the Multi-Service Center have several providers that can help them obtain their IDs and receive SSI benefits as well as offer a place to receive mail.
- Coward informed Committee that the Public Safety Committee is currently building a logo for the campaign and are open to suggestions.
- Coward told Committee the Safety Ambassadors would pick up donation boxes and deliver them to Service Providers but could also be used as a promotional opportunity by having a Committee Member there in person. The expected rollout for this will be in April. Nasserdeen asked if there were any restrictions from Service Providers? Coward answered there are no restrictions from Service Providers, and they are willing to wash the products and get them prepared. Nasserdeen inquired if they had reached out to vendors asking them for imperfect products such as the label not being even or misspelled? Coward agreed slightly damaged goods could be used for this donation.

5. OLD BUSINESS

6. NEW BUSINESS

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

8. ADJOURNMENT

Meeting adjourned at 1:52 PM

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**Next Scheduled Special Events Committee Meeting
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Mission: Cultivate, preserve and promote a healthy, safe and prosperous Downtown

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