



DOWNTOWN
LONG BEACH
ALLIANCE

SPECIAL EVENTS & SPONSORSHIP COMMITTEE MINUTES

Tuesday, January 12, 2021
1:00 PM

Voting Present: Laurie Gray, Liz Simmons, Erin Booker, Karina Martinez, Walid Nasserdeen

Voting Absent: Aly Cane, Heather Kern, Jeremy Schott

Staff: Broc Coward, Justine Nevarez, Erica Beighley, Samantha Mehlinger, Lauren Mayne

1. CALL TO ORDER and INTRODUCTIONS – Laurie Gray, Chair
Meeting called to order at 1:06 PM. [Meeting Presentation](#).
2. **ACTION ITEM: Approve minutes from [December 8, 2020 Special Events & Sponsorship Committee Meeting](#). 1st: Simmons. 2nd: Martinez. None opposed, No abstentions. Motion Carries.**
3. GUEST SPEAKER: Upcoming Virtual and In-Person Events & Conventions
Jeffrey J. Forney, VP Membership, Marketing & Special Projects. Presented slides 5-24.
 - Forney shared Transient Occupancy Tax is a local tourism tax that overnight visitors pay. This tax goes into a general fund for the City where half is used for sidewalk repairs and other maintenance issues and the other half goes into a Sales and Promotions Fund that pays for services provided by the Long Beach Convention & Visitors Bureau.
 - Forney shared that 50% of people surveyed showed interest in hybrid events. These events are especially popular among Associations which depend largely on conventions for the majority of their revenue. Hybrid events allow for online attendees as well as in person where event is live streamed.
 - Forney suggested to look at what the needs of the client are and find the space that is best and conform to your space needs.
 - Forney told Committee that business has been good for them and they have been able to keep working and booking business all along, further sharing current sales for 2022-2025 have been booming. His company created new roles in the company to assist with clients expanding needs, including a Director of Creative Initiatives that works with the client from the initial day of sign up until the day the event ends.
 - Forney explained blended events allow for audience to dictate actions and are able to reach larger audiences using IRL(in real life) and IRT(in real time).
 - Currently the CVB has created walking tours for hotels, filmed during the summer, this allows for clients to be able to see the properties where their event might potentially be held at. This is also going to be replicated with restaurants which is on hold for the moment due to the safety orders currently imposed. The goal is to have 8 videos produced a week in order for clients to get an idea of what they will get and to give them the visitor's experience.
 - Forney shared a Happy Hour Video that was produced in 2020 that was successful. The event was hosted by Jewels Long Beach who engaged the audience the entire show. The event had polls throughout the show on different topics from songs, to favorite cookies and ugly sweater contests and held a unique flavor. Event was also interactive since clients received care packages with goodies and products that were included in the Zoom event as well as wine. Event was very well thought out with a big production and story boards.

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- Coward asked if LB LIVE Experience's bookings are reflecting a multi-media approach for 2021-2022? Forney answered that they had a 50% interest in April and now the numbers have increased. For each event they are able to give data and comments of the session/event and creates content that can be shared for months, which has become of more value now. It also keeps engagements as well as brings more interest in conventions and events.
- Mehlinger asked Forney if he had any advise for doing something scaled down but still interactive? Forney advised using Hubilo, their team sits online and is a part of it for you. They handle the registration, payments, general vs VIP, sponsorship information, and bio's of speakers. The only negatives are that you can not see each other unless you are in the breakout rooms. In order to make the event successful you need to be engaging but not to the point where you are forcing it. It is helpful to have the people familiar with each other and having the energy for it and remember in the end what it is you are trying to achieve and look at the platforms that best serve them.

4. STAFF REPORT – Broc Coward, COO

- a. Preview of Virtual Taste of Downtown – January Edition- Nevarez presented slide 25.
 - Nevarez shared January's VTOD will be held at the end of the month and will have a Valentine's Day theme. The Emcee John Thomas will be giving a historical tour of downtown and will also feature a tour of Shoreline Village shops by DLBA's Board Member Debra Fixen. Nevarez also disclosed that there will be 2 performer's on the line-up The Pollen Collective and Guava Marie. Water's Edge Winery will be having a charcuterie board and wine tasting that viewers can follow along with their own kits that will be available for pickup on the day of the event, George's will also be offering a kit and will be presenting a dessert and cocktail pairing segment. Other downtown businesses will be sharing their own date ideas based around different activities in the area.
 - Nevarez informed Committee January's VTOD will be on a Friday again from 6-9 PM since the time seems to increase viewers.
- b. Long Beach Virtual Events Tour- Coward presented slides 26-27.
 - Coward shared DLBA's Webinar Series are held monthly and offer experts on different subject matters that are able to engage listeners,

5. CHAIRPERSONS REPORT – Gray presented slides 28-30.

- a. Discussion of Committee Goals and Activities
 - i. Types of Virtual Events and Best Practices
 - Gray said she wanted to be a resource in providing the Best Practices for downtown Long Beach businesses to hold virtual events.
 - Martinez shared link of competition in Bixby Knolls that took place during the holidays between businesses owners and was effective in promoting both businesses and their community, <https://lbpost.com/hi-lo/in-pictures-holiday-window-contest-lifts-spirits-and-pays-the-rent> . The winner received a month's paid rent.
 - Coward reminded Committee that the goal is to share Best Practices they find and share it in DLBA's Business Resource Newsletter as a resource for DTLB businesses.
 - ii. Guest Speakers
 - Coward informed Committee that next speaker would be local either from Musical Theatre West, the Salt Lounge or Rainbow Juice.



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6. OLD BUSINESS
7. NEW BUSINESS
8. PUBLIC COMMENTS (three minutes on all non-agenda items)
9. ADJOURNMENT
Meeting adjourned at 2:08 PM

NEXT SCHEDULED

2020-2021 Special Events Committee Meeting

Tuesday, February 9, 2021

1:00 PM

Location: ZOOM Meeting

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

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