



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

## **SPECIAL EVENTS & SPONSORSHIP COMMITTEE MINUTES**

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

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

**Voting Absent:** Aly Cane, Heather Kern

**Staff:** Broc Coward, Justine Nevarez, Erica Beighley

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 [January 12, 2021](#) Special Events & Sponsorship Committee Meeting. 1<sup>st</sup>: Wasserdeen. 2<sup>nd</sup>: Martinez. None opposed, No abstentions. Motion Carries.**
3. **GUEST SPEAKER: Use of Virtual Technology by Small Business Wesley and Tanai Holder, Owners, The Salt Lounge**
  - Wesley and Tanai Holder started by stating that before COVID they were able to offer about 15 workshops per month, with the Meditation workshop being the most popular. Workshops were very important for their business because after their clients would be able to shop and take a piece of The Salt Lounge home with them.
  - The Holders realized they needed to figure out how to recreate the experience at home and started with their website. They created videos to make the client feel they were at the Lounge with content specific to each service that was offered, they talked about their backstory and tried to be as transparent as possible, as well as created a virtual walkthrough of the Lounge. The Holders advised to be authentic in your videos, they have created a family dynamic when they share videos about updates that often include their child.
  - Coward shared he was very impressed with their website and how they were able to take it to the next level and bring the experience home. T. Holder explained they needed to work with what they could to offer services at home and created bath soak boxes to send their clients.
  - The Holders were able to create packets designed for each of their workshops that clients could purchase individually or as a packet. These workshops could be followed at their own pace instead of having a set time to join online, they found this option to be more attractive to clients; and having the pre-recorded content allowed them to create their own experience. This outside-of-the-box thinking has attracted clients from out of state and out of the country since they can attend workshops from anywhere.
  - The Holders turned their focus to their online store and adjusted their inventory to products that were easier to ship, such as essential oils and crystals. Adding crystals to their packages helped customers feel more connected to the workshops and posted online showing them how their customers worked, social media being a huge help, and The Salt Lounge would share their posts on their page.
  - Coward asked if they knew how much business they lost or picked up outside of DTLB? W. Holder answered for every 10 orders that are placed, about 4-5 are out of state. The Salt Lounge has been able to partner with like-minded businesses that have crossed market audiences.

100 West Broadway, Ste 120  
Long Beach, CA 90802  
T: 562.436.4259  
F: 562.437.7850

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- Gray asked if the Holders had any plans to expand before COVID? T. Holder said they did not have immediate plans to expand but was thankful for this experience because it has allowed them to learn and see their potential. They were able to go from panic to creativity mode and now workshops can be held in person or virtually.
  - Gray inquired about the technology they used for the virtual walkthrough. T. Holder told her Social 3D Homes approached them, they do virtual tours of homes and businesses and can include products as well. W. Holder added they are locally based.
4. STAFF REPORT – Justine Nevarez, Special Projects Coordinator
- a. Preview of Virtual Taste of Downtown –February Edition
    - Nevarez shared February’s TOD will be held on Friday, February 26<sup>th</sup> from 6-9 pm and will feature all Black-Owned Businesses including Baba the Storyteller; Shy but Fly a spoken word and Jazz artist; Mabel’s Gourmet; In the Cut Barber Shop featuring a barbershop tour; Don Brinkley of Shampu Salon; the Urban School of Defense teaching a self-defense class; DreamKreator Studios; and The Salt Lounge.
    - Nevarez informed Committee Members of the new system DLBA will use to show the videos, this system will live-stream the videos instead of going through Facebook. There is no emcee this month and a graphic image will introduce each new segment.
    - Nevarez announced that March’s VTOD theme would be all women-owned businesses in honor of International Women’s Month.
  - b. Long Beach Virtual Events Tour- Coward presented slide 6.
    - Coward shared upcoming Webinar Series is aimed to share aspects and perspectives of the Black experience from the points of view of both businesses and residents. Mehlinger added it would be live-streamed.
    - Mehlinger shared the events taking place for Black History Month starting with February’s VTOD and the Downtown Scene Newsletter profiling Black-owned Businesses throughout Downtown Long Beach. There is a charitable event planned around Juneteenth that will benefit the Black community and will be streamed through the Long Beach Post. Mehlinger added that a map is currently being created that would show where Black-Owned Businesses are located and would be advertised through social media. Lastly, this month’s Downtown Discussions will feature an assortment of speakers to give a broad representation of the community. Mehlinger directed Committee Members to email her at [Samantham@dlba.org](mailto:Samantham@dlba.org) for further questions regarding Black History Month.
5. CHAIRPERSONS REPORT – Gray presented slides 7-9.
- a. Review of Committee Goals and Activities
    - Coward brought up DLBA’s Public Safety Committee’s donation campaign to collect bath towels and personal hygiene products to make kits and hand them out to people experiencing homelessness. He suggested both, Public Safety and Special Events and Sponsorship, Committees could join projects each working on different sets of elements. Coward will connect Gray and Simmons to Public Safety Committee’s Chair and Committee Member leading the campaign to coordinate tasks for the next meeting in March. Nasserdeen mentioned doing something similar to the toy collection done for Toys for Tots, where a box could be left in the lobby for residents to donate.
  - i. Types of Virtual Events and Best Practices
  - ii. Guest Speakers

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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 1:55 PM

**NEXT SCHEDULED**

**2020-2021 Special Events Committee Meeting**

**Tuesday, March 9, 2021**

**1:00 PM**

**Location: ZOOM Meeting**

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

All meetings held by the Downtown Long Beach Alliance shall be conducted in compliance with the Brown Act, California Government Code Section 54950 et seq., and its requirement that public commissions, boards, councils, and public agencies conduct business openly. The agenda and supporting documents are available on the Internet at <http://downtownlongbeach.org>. E-Mail correspondence regarding agenda items can be directed to [info@dlba.org](mailto:info@dlba.org). Agenda items may also be reviewed as posted in public view at the DLBA offices or at City Hall. If special accommodation is desired pursuant to the Americans with Disabilities Act, please make your request by phone to (562) 436-4259, by noon the day prior to the meeting.

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