



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

### MEMBERS

Laurie Gray, Chair  
Liz Simmons, Vice Chair  
Dwayne Horton  
Erin Booker  
Jeremy Schott  
Karina Martinez  
Kat Engel  
Rhonda Love  
Walid Nasserdeen

### STAFF

Broc Coward, COO  
Justine Nevarez, Virtual  
Events Coordinator  
Erica Beighley,  
Administrative Assistant

## SPECIAL EVENTS & SPONSORSHIP COMMITTEE MINUTES

**Tuesday, April 13, 2021  
1:00 PM**

**Voting Present:** Laurie Gray, Jeremy Schott, Rhonda Love, Erin Booker, Walid Nasserdeen, Kat Engel.

**Voting Absent:** Liz Simmons, Dwayne Horton, Karina Martinez.

**Staff:** Broc Coward, Justine Nevarez, Lauren Mayne, Erica Beighley.

**Guests:** Pat Welch, Public Safety Committee.

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 [March 9, 2021](#) Special Events & Sponsorship Committee Meeting. 1<sup>st</sup>: Love. 2<sup>nd</sup>: Booker. All in favor, no abstentions. Motion carries.**
3. STAFF REPORT
  - a. Review of Virtual Taste of Downtown – March Women’s History Month (Lauren Mayne, Digital Marketing and Social Media Coordinator). Presented slides 4-5.
    - Mayne shared March’s Virtual Taste of Downtown was the 2nd most successful event and the third event that has been held Live.
    - Coward asked Mayne to explain the difference between event reach and engagements. Mayne answered event reach is the reach of people within the Facebook event itself and does not include individual business promotions. Engagements are when a post is liked, shared, or opened.
  - b. Preview of Virtual Taste of Downtown – April Go Green (Justine Nevarez, Special Projects Coordinator). Presented slide 6.
    - Nevarez informed Committee this month’s VTOD will be held the day after Earth Day on Friday, April 23rd from 6 to 9 PM and would have a Go Green theme featuring businesses that offer eco-friendly types of products and services. This event will be live streamed again since the singular stream seems to be easier to follow along. Nevarez shared the Downtown Farmer’s Market would be the Emcee and would feature a different stand between each video. A reggae performance by Ms. B Royal is scheduled and Nevarez is currently working with Bobby Easton from Delta Nove to schedule an additional performer. BYO Long Beach will be doing a tutorial in addition to a tour of their space. Portuguese Bend will be sharing their sustainable practices and doing a cocktail demonstration, and Hi-Lo Liquor will be holding a sustainable wine tasting featuring the wine they carry. Pedal Movement will be sharing how they Go Green by riding bikes, Aquarium of the Pacific will be talking about their Seafood for the Future program and Studio One Eleven will be speaking about how they transformed a Nordstrom’s Rack into an environmentally responsible office building. Shine Your Heart will also be giving a vegan leather purse tutorial. Coward added there seems to be more participation as businesses taking advantage of this marketing opportunity start to re-engage and hire more staff after health orders being lifted.
  - c. Survey of In-Person Events in L.A. Region- (Broc Coward, COO). Presented slide 7.
    - Coward asked the Committee to share their thoughts and comfort level with events opening back up? Booker shared she has not started making any Summer plans because she has not received her first dose, she will be planning around her scheduled vaccinations and feels some people will be in the same situation. Nasserdeen shared he is ready and fully comfortable after receiving his 2<sup>nd</sup> vaccination and believes the private sector will come back faster than the Government sector. Love shared she is seeing a mixture of some Organizations sticking to continuing virtual events in 2022 and others returning to smaller Live events because of the public being vaccinated in hopes of

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building up to their annual events/festivals in 2022. During this time, they are hoping those that are not comfortable yet being out will take this extra time to adapt.

- Nasserdeen suggested Taste of Downtown could be held in person while safely socially distancing. Coward responded the DLBA plans to focus on late Summer/Fall after much of the public receives their 1st vaccine when events will be in person again and expect to see a split between a group that will be ready and a group with will be more cautious. Coward agreed guests can safely visit each of the businesses that would participate in Taste of Downtown but the DLBA would need to come up with some sort of standardization for all businesses to follow. Nasserdeen added that Taste of Downtown could have a better turnout with a schedule since it would be more efficient. Gray would like Committee to produce a live event in September/ October and would like to start planning the next meeting. Coward said it would be added to next month's Committee Meeting Agenda.

#### 4. CHAIRPERSONS REPORT – Gray. Presented slides 9-14.

- a. Review of Committee Goals and Activities
  - i. Live Stream Best Practices
    - Coward informed Committee he would be sending the link on what has been collected from the members to make sure they are clear instructions for businesses on how to conduct Live Streams. Nasserdeen offered to share a couple of contacts that could provide input.
  - ii. Fresh Start Donation Campaign – Collaborating with DLBA's Public Safety Committee
    - Coward shared working Logos with Committee and members liked the identification of the Downtown skyline in the Logo but would like the tagline to be re-worked and the graphic centered.
    - Coward told Committee the DLBA is setting up an Amazon gift registry that will be on DLBA's landing page, and people that want to donate will be able to pick a service provider they would like to directly donate to. Coward added the DLBA is ordering boxes and signs that will be placed at different donation locations.

#### 5. OLD BUSINESS

#### 6. NEW BUSINESS

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

#### 8. ADJOURNMENT

Meeting adjourned at 1:49 PM.

### NEXT SPECIAL EVENTS COMMITTEE MEETING:

Tuesday, May 11, 2021

1:00 PM

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

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