



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

**Special Events &  
Sponsorship  
Committee:**

Laurie Gray – Chair

Liz Simmons – Vice Chair

Erin Booker

Aly Cane

Heather Kern

Karina Martinez

Walid Nasserden

**DLBA Staff:**

Broc Coward, COO

Justine Nevarez, Virtual

Events Coordinator

## SPECIAL EVENTS & SPONSORSHIP COMMITTEE MINUTES

**Tuesday, November 10, 2020**

**3:30 PM**

**VOTING PRESENT:** Laurie Gray, Liz Simmons, Erin Booker, Karina Martinez

**VOTING ABSENT:** Jeremy Schott, Aly Cane, Heather Kern, Walid Nasserdeen

**STAFF:** Broc Coward, Kelsey Mader, Erica Beighley, Lauren Mayne, Samantha Mehlinger, David Hughes, Justine Nevarez

1. CALL TO ORDER and INTRODUCTIONS – Laurie Gray, Chair  
Meeting called to order at 3:37 PM. [Meeting Presentation.](#)
2. **ACTION ITEM: Approve minutes from [September 8, 2020](#) Special Events & Sponsorship Committee Meeting. 1<sup>st</sup>: Booker. 2<sup>nd</sup>: Martinez. No Abstentions. Motion Carries.**
3. STAFF REPORT – Broc Coward, COO
  - Coward reminded Committee that virtual events have been held since summer and used as opportunity to promote and highlight businesses that have remained open or are re-opening with COVID guidelines.
  - a. Virtual Taste of Downtown, Justine Nevarez, DLBA Virtual Events Coordinator- Presented slides 4 and 6
    - Mayne presented slide 5. Informed Committee that October's VTOD has been the most successful having reached about 40,000 viewer's and only half being from paid promotions. Previously highest reach has been about 24,000 and we average about 19,000 viewers. Martinez asked if it there was any ad spend or if they were all earned. Mayne answered about \$200-\$250 was spent, ads were mostly on Facebook.
    - Mayne said what made this event stand out were the big names on the line-up, such as the Commodore from the Queen Mary hosted event, opened with an Aerial Butterflies show, and ended with local ska band Los Nauticals. Participants also promoted on their own social platforms which brought their own followers and were able to tailor their content to fit the theme. Lastly, the Quarantine Halloween theme was a big draw for celebrating at home this year.
    - Coward asked Mayne if there were any Gift Card Giveaways during the event. Mayne confirmed there were 3 winners. To participate, viewers needed to comment and name what business they would like to win a gift card from and what they enjoyed about their content that was shared.
    - Martinez asked if there was any information on the length of stay or peak hours of viewers and how they coordinate with businesses? Mayne stated she has not pulled any data but with November's VTOD it will be easier to do because of recorded element.
    - Nevarez informed Committee November VTOD will be held on Thursday, November 19, 2020 from 6-9 PM for a total of 3 hours and will be completely pre-recorded to help businesses during busy holiday season and busiest night of the week. There will be no host this time around to fit as many businesses as possible.
    - Coward asked how many businesses were LIVE compared to pre-recorded for October VTOD? Nevarez answered that the Host was pre-recorded and 3 others, 5 were LIVE.



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- For November's VTOD, wanted to focus more on non-food businesses. Groundworks Fitness is doing segment on how to stay trim during holiday season and MADE is hosting a "Meet the Maker" segment in preparation for Shop Small Saturday.
  - Martinez asked Nevarez if its only monetized through sponsorships or if the participants pay a fee as well? Nevarez responded that there is no fee to participate or to view, not monetizing on event, and serves to keep everyone in the know about businesses. Received sponsorship through Long Beach Post, Nature Trend, and Hi-Lo.
4. CHAIRPERSONS REPORT –Gray- Presented slides 7-8
- a. Committee Vacancies
    - Informed Committee of 2 vacancies on Committee that need to be filled. Coward further clarified process of filling those spots.
  - b. Discussion of 2020-2021 Committee Goals and Activities
    - Simmons proposed idea of having some advocacy for all events going forward. Gave example of having a tent packing food for homeless during VTOD. Coward shared Public Safety Committee's working group goal of Helping Hands outreach to service providers regarding homelessness. Facilities providing showers for homeless need bath towels and personal hygiene kits. Not uncommon for two Committees to work together towards the same goal.
    - Gray asked if anything was planned for Small Business Saturday? Coward answered that there is a Shop/Dine out DTLB video planned to come out on Shop Small/Small Business Saturday. Mayne added DLBA purchased ad space in Los Angeles Magazine. Email is going out to collect restaurant and business promotions that will be offered. There will be a landing page with a general short introduction and why we are promoting businesses. We are asking for promotional graphics from each business and this campaign will run through the end of the holiday season on December 31, 2020.
    - Goals for December will be coming back with 3 examples of virtual events and best practices, as well as having recommendations for guest speakers. Idea is to have a guest speaker each month sharing their successes in holding virtual events. Coward will reach out to Steve of Epic Entertainment to speak at next meeting.
5. OLD BUSINESS
6. NEW BUSINESS
7. PUBLIC COMMENTS (three minutes on all non-agenda items)
8. ADJOURNMENT
- Meeting adjourned at 4:18 PM

**NEXT SCHEDULED**  
**2020-2021 Special Events Committee Meeting**  
**Tuesday, December 8, 2020**  
**1:00 PM**  
**Location: ZOOM Meeting**  
***Mission: Cultivate, preserve and promote a healthy, safe and prosperous Downtown***

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