SPECIAL EVENTS & SPONSORSHIP COMMITTEE MINUTES

Tuesday, December 10, 2019
1:00 PM
DLBA Conference Room
100 W. Broadway, Suite 120
Long Beach, CA 90802

Voting Present: Laurie Gray, Jeremy Schott, Aly Cane, Walid Nasserdeen, Liz Simmons, Karina Martinez, Romeo Garcia, Heather Kern
Voting Absent: Erin Booker
DLBA Staff: Broc Coward, Cherisse Evans, Mo Mills, Lauren Mayne

1. CALL TO ORDER and INTRODUCTIONS – Laurie Gray, Chair
Meeting called to order at 1:09 PM.

2. ACTION ITEM: Approve minutes from November 12, 2019 Special Events & Sponsorship Committee Meeting. 1st: Cane. 2nd: Nasserdeen. None opposed, no abstentions. Kern was not present for the vote. Motion carries.

3. CHAIRPERSONS REPORT – Laurie Gray, Chair
   A. Working Group Updates and Breakout Sessions
      Twenty minutes break into 2 groups and come back with a list of what each group wants to work on. PHOTOS taken of Working Group #1

      Events Working Group – Jeremy Schott: Arts Council has asked if DLBA would consider using the Live After 5 budget money to support Art Walk (on Saturdays) and have a hub there instead of the Loop. Need to spread Art Walk beyond East Village and make it an inclusive Downtown event. Working group will take lead on proposing this partnership to DLBA. For next meeting: Look at Shop Small Saturdays and Art Walks in other cities and compare ideas.

      Cherisse will get a calendar of 2020 Events to the committee.

   Sponsorship Working Group- Larue Gray. Made a list of businesses and check off ones that the committee has some contact with. They will each follow up with those businesses for sponsorships and in-kind donations. Every encouraged to add to this list. For next meeting: review sponsorship deck and break down list of potential sponsors to determine which meet the needs of the organization. Working group will meet Wednesday, January 8 to go over tasks and bring results back to meeting on January 14. Working group is using the app Slack to add notes and keep in contact with each other

4. STAFF REPORT –
   A. Shop Small Saturday Survey Results – Morris Mills, DLBA Research Analysis
      - Notable: DLBA provided two trolleys but based on survey results they were not widely used by shoppers. Trolleys might not be needed for future events; shoppers may want to target certain stores and have bags/packages and it would have been easier to go to their car. Shoppers responded that they found the hubs/welcome stations very helpful. Pedestrian sensors are not all working, so results are skewed.
      - Comment from Nasserdeen: shoppers said that some businesses didn’t seem to know about stamping the passports, this came up in conversation at the welcome hubs.

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• Business survey is closing today, majority of businesses that have responded so far are from East Village. They have offered generally positive feedback overall, and an increase in both foot traffic and sales. **Next meeting: go over the business survey results from Shop Small Saturday.**

• Comment from Nasserdeen/Garcia: Makers Mart in East Village was very popular and had a large concentration of shoppers. Potential to spread out the Makers Mart throughout the Downtown, not just at one location.

• Garcia: Romeo’s Chocolates doubled their sales from last year and saw an increase in dollar amount per purchase.

B. **Unfiltered Photo Finalists Gallery Event** – Lauren Mayne, DLBA Digital Marketing & Social Media Coordinator

• DLBAs Third Annual Unfiltered Photo Finalist Exhibit will be at Fingerprints on Saturday, December 14 from 5-7pm, There were 260 entries this year. From those, the top photos in four categories will be announced at the event. Lauren Wakefield will be performing, and food/beverage will be provided.Fan favorite voting (using a QR code) begins after the winners are announced and continues through January 5.

C. **NYE Waterfront DTLB** – Broc Coward, DLBA Chief Operating Officer

• Contracting with Sweet Peach Planning to help plan and execute this event. From 5-10pm with a Roaring 20’s theme. The budget is $50,000 and hoping for $15,000 in sponsorships, expecting $3,000 in drink sales.

• Multiple events are happening in the area. Shoreline Village takes over from 9-12pm and the Aquarium has a paid event simultaneously. We will promote all other events going on Downtown.

• DLBA will have an East Coast Countdown and firework show at 9pm, Queen Mary will also have a firework show at midnight.

• Question: Will there be any free parking in Downtown. **Coward will check and report back.**

D. **Department Dashboard and YTD Budget Status:** will be updating Dashboards with goals, tasks and deadlines. YTD Budget for special events is about $10k over budget, not a major concern it is early in the season, will level out as the year goes on. With the Democratic Convention coming to town, the City asked for us to help with live music.

5. **OLD BUSINESS**

6. **NEW BUSINESS**

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

8. **ADJOURNMENT**

Meeting adjourned at 2:23pm.

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**NEXT SCHEDULED**
**Tuesday, January 14, 2020**
**1:00 PM**
**DLBA Conference Room**
**100 W. Broadway, Ste. 120**
**Long Beach, CA 90802**

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