



**DOWNTOWN
LONG BEACH
ALLIANCE**

MEMBERS

Rhonda Love, Chair

Laurie Gray, Vice-Chair

Judy Estrada

Dwayne Horton

Robert Marquez

Walid Nasserdeen

Josh Rockwell

Amy Stock

STAFF

Broc Coward, COO

Justine Nevarez, Special
Projects Coordinator

Kelsey Mader,
Executive Assistant

SPECIAL EVENTS & SPONSORSHIP COMMITTEE MINUTES

Tuesday, October 12, 2021

1:00 PM

[Join Zoom Meeting](#)

Meeting ID: 830 0743 5125

Passcode: 997492

1. CALL TO ORDER and INTRODUCTIONS – Rhonda Love, Chair
[Meeting presentation](#). Called to order at 1:05 PM.
 - The Committee introduced themselves while sharing their affiliation to Downtown.
2. **RECOMMENDED ACTION: Approve minutes from [September 22, 2021 Special Events & Sponsorship Committee Meeting](#)**
MOTION: 1st: Gray; 2nd: Horton.
VOTE: None oppose. No abstentions. Motion passes.
3. STAFF REPORT – Broc Coward, COO
 - a. Orientation to DLBA and its Programming Committees
 - Coward presented a general overview of DLBA as an organization for the Committee. This material was covered at the annual orientation in September, however, many committee members weren't able to attend. This included but was not limited to the district borders, sources and uses for budget, and organizational structure as it pertains to committees, the Board, and staff.
 - b. Review of Draft DLBA Strategic Plan
 - DLBA's services are based off of a management plan, but the organization is also guided by a Strategic Plan. This is not only specific to the organization, but also to Downtown. The current plan is nearing its end, and a new plan will take its place in the coming months. The creation of this new Strategic Plan will serve as the foundation for the renewal of the Property-Based Improvement District.
 - Goal 3 of the current Strategic Plan applies most directly to the Special Events & Sponsorships Committee which is what this group has focused on when developing its goals in past years. This fiscal year's goals will be derived from the new Strategic Plan.
4. CHAIRPERSONS REPORT – Love
 - a. Discussion of potential FY 2021-22 Committee Projects
 - Love reviewed five potential committee goals, elaborating on what might need to be done to achieve them.
 1. Social cause campaign attached to a DLBA event: Last year's committee tackled this goal with help from another committee, DLBA's Public Safety Committee.
 2. Sponsorship decks for DLBA events: Work together with DLBA's Marketing & Communications Committee to complete this.
 3. Identifying events no longer hosted by DLBA: Hosting events is expensive and staff-intensive, so DLBA is looking for partners to help take over certain events which DLBA would be a sponsor of.
 4. DLBA Sponsorship Request Application & Criteria: The Committee can help DLBA by giving advice and further developing the process in place. Help DLBA assess return on deliverables (i.e.: branding message). This is



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a priority for this year and will be needed for both small and large sponsor requests.

5. Retail business promotion: A tool to help discover places and parts of Long Beach that maybe people aren't as familiar with while promoting businesses throughout Downtown.

- The group discussed the pros and cons to each of the potential goals. Coward suggested putting this to a vote via Zoom's polling feature.

- b. **RECOMMENDED ACTION:** Approval of adopting the following goals for FY 2021-22 Committee Projects:

- Sponsorship decks for DLBA events
- Identifying events no longer hosted by DLBA
- DLBA Sponsorship Request Application & Criteria
- Retail business promotion

MOTION: 1st: Gray; 2nd: Estrada

VOTE: None opposed. No abstentions. Motion passes

- c. Discussion of FY 2021-22 Project Milestones
- d. Discussion of the day and time of future Special Events and Sponsorships Committee meetings
 - The group has agreed that the current scheduled committee meeting time is ideal for the rest of the year.

5. OLD BUSINESS
6. NEW BUSINESS
7. PUBLIC COMMENTS (three minutes on all non-agenda items)
8. ADJOURNMENT
Adjourned at 2:10 PM.

NEXT SPECIAL EVENTS COMMITTEE MEETING:

Tuesday, November 9, 2021

1:00 PM

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. 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.