



**DOWNTOWN
LONG BEACH
ALLIANCE**

**Special Events &
Sponsorship
Committee:**

Laurie Gray – Chair
Liz Simmons – Vice Chair
Erin Booker
Aly Cane
Romeo Garcia
Heather Kern
Karina Martinez
Walid Nasserden
Jeremy Schott

DLBA Staff:
Kraig Kojian,
President/CEO

SPECIAL EVENTS & SPONSORSHIP COMMITTEE MINUTES

**Tuesday, September 8, 2020
1:00 PM**

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

Voting Absent: Laurie Gray, Aly Cane, Heather Kern, Romeo Garcia

DLBA Staff: Kraig Kojian, Monica Morrill, Lauren Mayne, Samantha Mehlinger, Justine Nevarez

Guests: Johanna Cunningham

1. CALL TO ORDER and INTRODUCTIONS – Liz Simmons, Vice Chair
Meeting called to order at 1:10 PM.
2. **ACTION ITEM: Approve [minutes from August 11, 2020 Special Events & Sponsorship Committee Meeting](#). 1st: Schott. 2nd: Nasserdeen. None opposed, no abstentions. Motion carries.**
3. STAFF REPORT – Kraig Kojian, President & CEO – Open Streets Initiative – Pine Ave is now closed between 1st & 3rd Street. Open Streets also includes partial and full closures of streets, and parklets throughout Downtown. DLBA sent out a survey to those participating to gauge how businesses are doing with closures and parklets. There have been a few businesses between Broadway & 3rd that have seen a negative impact, and those issues are being addressed by the DLBA and the City. DLBA is not promoting Open Streets as an event or festival, we are still under strict health orders and need to make sure we are complying with those health orders. Open Streets is about enhancing the experience of outdoor dining for Restaurants for have lost indoor seating. Simmons – have we seen any issues with security? Kojian – we have not personally seen any issues, LBPD has increased patrols near the Downtown Core. Schott – 4th Horseman has a large parklet that expands in front of Burger King, where there have been numerous issues with the homeless population. 4th Horseman worked with Burger King Corporate, City of Long Beach and the DLBA.
 - a. Shop DTLB Promotional Campaign - Samantha Mehlinger, DLBA Communications Mgr. – Shop DTLB is a compliment to Dine Out DTLB, to help support shopping throughout Downtown. Shop DTLB can be viewed on the website [here](#). Mayne – Dine Out DLTB is currently our second most visited page on the website, and Shop DTLB is picking up steam.
 - b. [Review August 14 and Preview September 18 Taste of Downtown](#) - Justine Nevarez; DLBA Event Coordinator. Nasserdeen – have we learned which way is the best to promote the events? Mayne - it helps to have the participants also promote through their social media; on top of any promotion we are doing to promote.
4. CHAIRPERSONS REPORT – Simmons
5. OLD BUSINESS
6. NEW BUSINESS
7. PUBLIC COMMENTS (three minutes on all non-agenda items)
8. ADJOURNMENT
Meeting adjourned at 1:48 PM.



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NEXT SCHEDULED
2020-2021 Special Events Committee Meeting
Tuesday, October 13, 2020
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. 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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