



DOWNTOWN  
LONG BEACH  
ALLIANCE

#### STAFF

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Outreach Manager

Eileen Valencia,  
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Executive Assistant

# JOINT MEETING OF PUBLIC SAFETY & SPECIAL EVENTS & SPONSORSHIPS COMMITTEES MINUTES

Wednesday, September 22, 2021  
4:30 pm

[Join Zoom Meeting](#)

Meeting ID: 882 9987 7676

Passcode: 103312

**Voting Present:** Denise Carter, Pat Welch, Sheila Gibbons, Janice Friend, Terrence Krieger, Laurie Gray, Rhonda Love, Walid Nasserdeen

**Voting Absent:** Brian Mcgraw, Denise Maldonado, Nick Padula, Liz Simmons, Dwayne Horton, Erin Booker, Jeremy Schott, Karina Martinez, Kat Engel

**DLBA Staff:** Broc Coward, Steve Be Cotte, Eileen Valencia, Kelsey Mader, Justine Nevarez, Michael Berman, Jeremy Ancalade

1. Call to Order, Welcome and Self-Introductions – Denise Carter & Laurie Gray, Chair [Meeting presentation](#). Meeting called to order at 4:32 PM.
2. **ACTION:** Approve minutes from Public Safety [August 25, 2021 Meeting](#)  
**MOTION:** 1<sup>st</sup>: Krieger, 2<sup>nd</sup>: Gibbons  
**VOTE:** None opposed. No abstentions. Motion passes.
3. **ACTION:** Approve minutes from Special Events and Sponsorships [August 10, 2021 Meeting](#)  
**MOTION:** No action was taken due to lack of quorum. Committee will vote next meeting.
4. Staff Report – Broc Coward
  - a. Preview of Draft DLBA Strategic Plan 2021
    - Coward presented a preview of the 2021 draft DLBA Strategic Plan.
    - Some goals listed in the strategic plan are:
    - Master fundamentals to ensure that Downtown Long Beach is consistently clean and safe.
    - Market and promote Downtown as a whole and as a collection of unique neighborhoods.
    - Coward mentioned DLBA is reconsidering Special Events as a programming committee. DLBA is going to take a step back from hosting and organizing [some](#) events. Instead, DLBA will be sponsoring events, ~~so we that~~ contribute to [activating](#) Downtown. ~~Since DLBA will no longer be hosting or organizing events, a~~ [One recommendation from the draft strategic plan calls for the Special Events Committee will no longer be a committee to be absorbed by the Marketing and Communications Committee.](#)
5. Chairpersons Report – Carter and Gray
  - a. Review of Joint Committee Goal Outcomes
    - i. Webinar Best Practices (Special Events)



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- Love shared the Special Events Committee Live Stream/Webinar Best Practices goal. The group formalized a guide with best practices for businesses incorporating live stream and webinars into their “events” marketing model.
  - Coward presented some ideas for next steps and shared the guide with the group.
  - DLBA would like to have a website where “how to” documents are stored for businesses and property owners.
  - DLBA plans to share this document with DTLB businesses via direct email and invite DTLB businesses to a virtual workshop.
  - Rhonda Love and Lauren Mayne will run the virtual workshop and answer questions DTLB businesses and property owners have.
- ii. Go Long Beach Promotion (Public Safety)
- The Go Long Beach app is managed by the City of Long Beach.
  - The Go Long Beach app was mainly created to target businesses and residents in Downtown hoping to increase the network of folks using the app and in doing so, making the community cleaner and safer.
  - DLBA used social media platforms to promote the Go Long Beach app and reached approximately 9.5k people and had 712 engagements.
  - Coward stated there has been more than 40,000 submittals of issues city wide.
  - There is a lot of great feedback from users for improvement.
  - [Coward will reach out to the Public Safety Committee for specific recommendations to improve the app and DLBA will do the same with Downtown stakeholders.](#)
- iii. Mystery Shopper Program (Public Safety)
- Welch presented the Mystery Shopper Program.
  - The Mystery Shopper Program is a google form survey someone downloads on their phone when they encounter a clean and safe member to give a brief feedback survey of what they are doing and how well they are doing their job.
  - This survey is mainly used to keep tabs on how well the clean and safe team is doing their job [and guide team training.](#)
  - The Public Safety Committee plans to make it more user-friendly and accessible and would like to invite members of the Board and community to participate.
- iv. Fresh Start (Public Safety and Special Events)
- Carter presented the Fresh Start Program in which both Public Safety and Special Events Committees helped launch.
  - The Fresh Start Program was promoted on DLBA’s social media platforms and had a total reach of 8,230 with 1,424 engagements.
  - The campaign reached 9.2% of the goal on the website and had a few in donations in the Fresh Start donation boxes that were hosted in Downtown businesses and residential buildings.



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- [More than 4,000 personal hygiene and bath towel products were collected over the 2-3 month donation drive.](#)
- Carter stated for the first year of doing this program the committees did well. It takes a little while to get a program up and running.

6. Public Comment (Three minutes on all non-agenda items)
  7. Old Business
  8. New Business
  9. Adjournment
- Meeting adjournment at 5:34 PM.

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