

# DLBA Special Events & Sponsorship

March 9, 2021

DLBA Zoom Session



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

## 2. CALL TO ORDER and INTRODUCTIONS – Laurie Gray, Chair

### Members:

Laurie Gray, Liz Simmons, Jeremy Schott, Erin Booker, Heather Kern, Karina Martinez, Walid Nasserden

### DLBA Staff:

Broc Coward, COO

Justine Nevarez, Virtual Events Coordinator

2. **ACTION ITEM:** Approve minutes from February 9, 2021 Special Events & Sponsorship Committee Meeting

### 3. STAFF REPORT – Broc Coward, COO

- a. Review of Virtual Taste of Downtown – February Black History Month Edition

Lauren Mayne, Digital Marketing and Social Media Coordinator



# Virtual Taste of Downtown Results

- February was the second event streamed live by DLBA
- As of February 26:
  - 661 Live Views
  - 126 Comments
  - 44 Reactions
  - 18 Shares
  - Event Reach: 20,639
  - Event Responses: 286

TIME	VENDOR	ACTIVITY
6 PM	SHY BUT FLYY	BLUES & SPOKEN WORD PERFORMANCE
6:30 PM	AFROS OF HOLLYWOOD & MASTER BARBERING ACADEMY	STRAIGHT RAZOR SHAVE & SKIN FADE DEMOS
6:45 PM	VONBRINKLEY BRAND	MINI DOCUMENTARY
7 PM	MABEL'S GOURMET PRALINES	TASTE OF NEW ORLEANS DEMO
7:15 PM	URBAN SCHOOL OF SELF-DEFENSE	SELF-DEFENSE DEMO
7:25 PM	AQUARIUM OF THE PACIFIC: VIRTUAL AFRICAN-AMERICAN FESTIVAL	BABA THE STORYTELLER, MASTER OF CEREMONIES FOR THE AQUARIUM'S FESTIVAL
7:45 PM	DREAMKREATOR STUDIOS	ORIGINAL FILM SHOWCASE
8 PM	IN THE CUT BARBERSHOP	SHOP TOUR, HAIRCUT, & SHAVE
8:15 PM	THE SALT LOUNGE	PRACTICES FOR A STRESS-FREE LIFE
8:30 PM	CHADWICK BISHOP	HIP-HOP & SOUL PERFORMANCE

**BLACK-OWNED BUSINESSES**

**EVENT SCHEDULE** FEB 26


 DOWNTOWN LONG BEACH ALLIANCE   @DLBA  
 #TASTEOFDTLB  
 @DOWNTOWNLONGBEACH



### 3. STAFF REPORT – Broc Coward, COO

- b. Preview of Virtual Taste of Downtown – March Women’s History Month Edition

Justine Nevarez, Special Projects Coordinator

#### TENTATIVE LINE UP

DJ Lili Bird

The Den Salon

Confidential Coffee

Burke Mercantile

Berlin Bistro

Salon Row

Royal Nutrition

BYO Long Beach

The Pie Bar & Long Beach Creamery

Shine Your Heart

Alyssandra Nighswonger

The Camp Transformation Center

# Chairperson Report



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## 4. CHAIRPERSON REPORT – Laurie Gray

- a. Update on committee vacancies (3)
- a. Review of Committee Goals and Activities
  - i. Live Stream Best Practices



## 5a. CHAIRPERSONS REPORT – Gray

### Virtual Events and Best Practices

EVENT NAME	EVENT ORGANIZER	CITY	EVENT LINK	NOTES
Saint Paul Scavenger Hunt	Let's Roam	Saint Paul	<a href="https://www.letsroam.com/scavenger_hunt/Saint_Paul_Scavenger_Hunt">https://www.letsroam.com/scavenger_hunt/Saint_Paul_Scavenger_Hunt</a>	Private company organizes the activity and it's promoted by Visit Saint Paul and other tourist related entities. There is a charge to use an app-based program. Along the route, participants solve riddles, answer trivia, learn fun facts, conquer challenges, and win!
Karaoke	various	various		
Trivia Night	various	various		
"Getting Crafty"	Inglewood Public Library	Inglewood	<a href="https://www.youtube.com/channel/UCZYYVPIB96HmkAET7nSfVw">https://www.youtube.com/channel/UCZYYVPIB96HmkAET7nSfVw</a>	Perhaps a session with a few MADE makers. Christmas craft. Virtual paint event - Dark Art Emporium
(Note: Not Virtual) Card Drive				Idea of Downtowner's sending holiday cards to DLBA to be distributed to homeless. Could have virtual letter template.
Cook - Along	various	various	<a href="https://www.lbfoodandbeverage.org/interactive-video-cooking-classes/upcomingclasses/">https://www.lbfoodandbeverage.org/interactive-video-cooking-classes/upcomingclasses/</a>	Ingredient/equipment list provided for registrants
My First Dog Adoption	Baltimore Animal Rescue	Baltimore	<a href="https://funraise.org/give/Baltimore-Animal-Rescue-and-Care-Shelter-%28BARCS%29/74ac1c6f-f7b6-4576-92dc-3096b2d90a5a/">https://funraise.org/give/Baltimore-Animal-Rescue-and-Care-Shelter-%28BARCS%29/74ac1c6f-f7b6-4576-92dc-3096b2d90a5a/</a>	
Daily walk and talk/listen	GirlTrek	all over	<a href="https://www.girltrek.org/">https://www.girltrek.org/</a>	
Haunted tour	Historical Society of Long Beach	LB		
guided bird watching/native animal watching			<a href="https://www.audubon.org/news/13-virtual-bird-and-conservation-events-tune-spring">https://www.audubon.org/news/13-virtual-bird-and-conservation-events-tune-spring</a>	sorry, it was something my mom did awhile ago that she liked.
Year in review			Like Spotify's roundup of your music of the year	

## 5a. CHAIRPERSONS REPORT – Gray Virtual Events and Best Practices

1	ORGANIZATION/SOURCE	LINK	BEST PRACTICES	ADDIT'L NOTES
2	Street Fight	<a href="https://streetfightmag.com/2020/11/20/virtual-event-best-practices-and-ideas-for-business-growth-in-2021/#_X_zEc9hKIUk">https://streetfightmag.com/2020/11/20/virtual-event-best-practices-and-ideas-for-business-growth-in-2021/#_X_zEc9hKIUk</a>	<p><u>Ephemeral content, Virtual Event Metrics and event ideas included.</u> You need to set virtual event metrics that are achievable, such as the following:</p> <ul style="list-style-type: none"> <li>Generating more leads</li> <li>Increasing conversion rates</li> <li>Social engagement</li> <li>Tickets sold or number of registrations</li> <li>Attendance and bounce rates</li> </ul>	
3	UPS Store	<a href="https://www.theupsstore.com/small-business-services/small-business-blog/small-business-blog/2020/09/5-tips-for-hosting-your-small-business-virtual-events">https://www.theupsstore.com/small-business-services/small-business-blog/small-business-blog/2020/09/5-tips-for-hosting-your-small-business-virtual-events</a>		5 Basic steps of hosting
4	Yelp	<a href="https://blog.yelp.com/2020/05/how-to-host-a-virtual-cooking-class">https://blog.yelp.com/2020/05/how-to-host-a-virtual-cooking-class</a>	Tips for hosting a cook class (restaurants)	Industry specific but could be an offshoot
5	Business Town	<a href="https://businesstown.com/shows/luria-petrucci/live-video-streaming-promote-business/">https://businesstown.com/shows/luria-petrucci/live-video-streaming-promote-business/</a>		Tips for live streaming to promote business
6	Fast Company	<a href="https://www.fastcompany.com/90529219/7-expert-tips-to-live-stream-like-a-pro-and-boost-customer-engagement">https://www.fastcompany.com/90529219/7-expert-tips-to-live-stream-like-a-pro-and-boost-customer-engagement</a>	7 expert tips to live-stream like a pro—and boost customer engagement	
7	<a href="https://www.business.com">Business.com</a>	<a href="https://www.business.com/articles/why-your-smb-should-invest-in-live-streaming/">https://www.business.com/articles/why-your-smb-should-invest-in-live-streaming/</a>	Why Your Small Business Should Invest in Live Streaming	Solid basics advice
8	HubSpot	<a href="https://blog.hubspot.com/marketing/how-to-live-stream-checklist">https://blog.hubspot.com/marketing/how-to-live-stream-checklist</a>	How to Live Stream Successfully: A Preparation Checklist for Marketers	Step by step explanations
9	Meltwater	<a href="https://www.meltwater.com/en/blog/8-ways-successful-run-live-stream">https://www.meltwater.com/en/blog/8-ways-successful-run-live-stream</a>	8 Ways to Run a Successful Live Stream	

## 4. CHAIRPERSON REPORT – Laurie Gray

- a. Update on committee vacancies
- b. Review of Committee Goals and Activities
  - ii. Fresh Start Donation Campaign – Collaborating with DLBA’s Public Safety Committee  
<https://garden.church/christmas-drive/#fms>

# Fresh Start Program – Towel/Hygiene Donation

**Chair: Denise Carter**

**Lead: Sheila Gibbons/Janice Friend**

**Towel/Personal Hygiene Collection Project - **Milestones****

Outreach to partners/sponsors.....	November - December
Marketing and residential outreach.....	January - March >>>>>
Collection.....	April - September
Distribution w/partners.....	April - September

5. OLD BUSINESS

6. NEW BUSINESS

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

8. ADJOURNMENT