

Downtown Long Beach Associates

Minutes for the Marketing Task Force  
Friday, December 5, 2008—9:30 a.m.  
George's Greek Cafe

**MEMBERS PRESENT:** John Morris, Kamran Assadi, Victoria Ballesteros, Maureen Baker, Jeff Forney, Hilda Sanchez

**MEMBERS ABSENT:** Richard Lewis, John Sangmeister

**STAFF:** Kraig Kojian, Steve Sheldon, Vanessa McCollum

**MEMBERS OF THE PUBLIC:** Rachel Potucek, Ryan Smolar, Evan Kelly

**1. Call to Order**

Steve Sheldon called the meeting to order at 9:35 a.m. Self introductions were made.

**2. Approval of Minutes from November 14, 2008**

The minutes were approved with no corrections.

**3. Area Announcements**

Shoreline Village: Maureen Baker reminded everyone of the Belmont Shore Christmas Parade and of the snow days that are taking place at the Pike

East Village: Utopia is open for lunch for an initial trial period

Pine: John Morris announced that there is a tentative plan for a New Year's Eve party on Pine. After discussion, the Task Force indicated support for John Morris and Evan Kelly's New Year's Eve proposal, allocating \$10,000 to the event in accordance with the Executive Committee's approval of the Marketing and Special Events Task Force's recommendation to allocate \$200,000 from deferred revenue.

**4. Recap of Executive Committee meeting December 4, 2008**

Vacant Storefronts

Sheldon reviewed that there is \$30,000 to be used for storefront activation.

Victoria Ballesteros said that Liza has installations ready to activate the empty storefronts and DLBA will be working with property managers and owners to install art. As Liza's proposal is cost-free, any revenue allocated could be used for ancillary work, such as replacing graffiti film.

Kamran Assadi recommended placing large-scale photographs in the former Bath and Bodyworks. Although Assadi estimated the value at \$8,000, he proposed that the DLBA assume

an expense of only \$3,000 as he would assist in-kind. John Morris clarified that Assadi's concept is unrelated to Ballesteros' concept.

Assadi reported that the Lafayette Building is ready to activate storefronts independently. However, Assadi suggested focusing on 240 Pine, which could utilize the entire area and be implemented within a month.

Maureen Baker proposed allowing stakeholders to advertise in vacant storefronts. Assadi recommended developing a program to assure complete transparency and cap the amount available per site, and Sheldon recommended compiling a list of projects with types of installations to present to owners and managers of buildings. The task force was also supportive of allowing stakeholders to sponsor art.

Additional elements to be explored included CSULB art pieces, advertising banners and the CVB's allowing Scott Bloomfield to use their photographs, and the LA County Arts Commission. Sheldon then reviewed elements of the Executive Committee's approval of allocating deferred revenue, per the Marketing and Special Events Task Force's recommendation: \$30,000 for Store Front Activation, \$20,000 for Halloween 2009, \$20,000 for an event similar to "Taste of LA," and even distribution of \$30,000 among the East Village, Waterfront and Pine Avenue areas.

## **5. Area Website Presentation**

The Task Force discussed the following in relation to the website: having separate pages for each area with one main page and a master calendar; possibly using Limelight; and a new map including parking information. Jeff Forney mentioned that the CVB would be making similar changes to the CVB site to include separate pages for all of the BID's in Long Beach.

## **6. Review of Third-Party Proposals**

### Goods Gallery

Smolar stated that the goods gallery, built as part of University by the Sea, would be fully permitted for events shortly, perhaps including CSULB events. Smolar suggested that DLBA evaluate funding the program and noted that Smolarcorp may be able to take on the project internally. There was mention of the press coverage (Press Telegram, calls from Gazettes and District).

Ballesteros stated that Liza would be contracted for Pine Avenue, although Smolar stated that he and Liza would be working together organically. Assadi expressed disinterest in the Goods Gallery and suggested that Smolarcorp take over Koo's vacated art gallery for a temporary period instead of using the Goods Gallery. Evan Kelly stated that it would take at least six months to get Koo's permitted and ready for shows as the Goods Gallery is now.

Ballesteros asked if all four proposals would be funded from the \$30,000 allocated for additional events. Smolar mentioned that the RDA will be investing in a temporary art space in a few months without a trial run and that the Goods Gallery is an existing public art space.

Kraig Kojian asked why the Goods Gallery has been vacant for two months; Smolar stated that it was only permitted for one day for U-Sea, and it is now permitted through January 1, 2009.

Smolar agreed to compile a list of events for review by Sheldon, Morris, Kojian and Richard Lewis relative to the advertising needs of the Goods Gallery.

### Britto

Sheldon gave a brief overview of the Britto proposal, ending June 21<sup>st</sup>, 2009. \$5,000 would be used for a logo, installation and signage. Assadi stated that the artist is well known indicated support, especially given the length of time to promote it. Baker stated that, as there are several art proposals, she would prefer more events that promote existing retail, such as Shoreline Village's Hump Day Cruises that incorporate the purchase of lunch from Shoreline Village restaurants.

### New Year's Passport Event on Pine

After review and discussion by the task force, none were in favor of the Longbeachonline.com New Year's Eve proposal.

### New Year's Street Closure

Recap of item number three, the task force unanimously supported the proposal of Evan Kelly to close Pine Avenue for a New Year's Eve party and to allocate \$12,500.

### **7. Old Business**

There was no Old Business.

### **8. New Businesses**

There was no New Business.

### **9. Public Comment**

There was no Public Comment.

### **10. Adjournment**

The meeting was adjourned at 10:45