

Downtown Long Beach Associates

Minutes for the Marketing Task Force  
Friday, December 19, 2008—9:30 a.m.  
DLBA Office

**MEMBERS PRESENT:** Kamran Assadi, Maureen Baker, Victoria Ballesteros, Richard Lewis, John Morris, Hilda Sanchez

**MEMBERS ABSENT:** Jeff Forney, John Sangmeister

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

**MEMBERS OF THE PUBLIC:** None

**1. Call to Order**

Richard Lewis called the meeting to order at 9:35 a.m.

**2. Approval of Minutes from December 5, 2008**

The minutes were approved with no corrections.

**3. Area Announcements**

Shoreline Village: Maureen Baker updated the Task force on Snow Days at the Pike, 12/13/08 and estimated that there were 150 Children in attendance.

Pine: Hilda Sanchez stated that she was sad to see American Jewelry closing.

North Pine: Steve Sheldon and Kraig Kojian updated the task force on an informational meeting held at CityPlace December 19<sup>th</sup> with the City, DLBA and CityPlace tenants. The 20-25 tenants present were interested in becoming more involved with DLBA.

RDA: Victoria Ballesteros stated that RDA had won an award for re-branding. RDA now has many networking pages on social websites such as Facebook, Twitter RSS Feed and Myspace.

East Village: Kamran Assadi stated that the EV Farmer's Market is getting smaller and smaller. He has been in communication with Melissa from Raw Inspirations and with several of the vendors and the future of the market remains uncertain. Assadi said that Melissa's feelings were that a combination of the economy, location and timing (season) were all factors against the success of the market and she would be giving it four weeks before calling it off. Assadi stated that his understanding also was that there is no budget for marketing, and not enough has been done. Sheldon offered to send out a Topica e-blast including the EV Farmer's Market which will reach 26,000 people. Kojian stated that we need to get clarification of the short and long term plans that Raw Inspirations have and determine their level of commitment. Lewis pointed out that it took the Marina Harbor Area Farmer's Market approximately a year to get

up and running and is now very successful. Lewis, Assadi and Kojian all agree that the free parking needs to be advertised, preferably not just on the day of the market, but long term in the lot.

New Year's Eve: Sheldon stated that the website has lately been getting 50-60 hits a day, and now that DLBA has been advertising NYE dinner giveaways, that number has increased to approximately 700 hits a day. Kojian informed everyone that Sheldon had written a great press release for NYE. Esther Sunukjian said that music had been arranged for the Pine Avenue Pier from 8:30 p.m. to 12:30 a.m. and John Morris said that the fireworks will be set up at Shoreline Village. Kojian said that Gladstone's will be doing an "East Coast Countdown" at 9:00 p.m. to accommodate for families, and follow it up with a traditional 12:00 midnight countdown. Morris stated that the light show, the advertisements, and the website for NYE look good.

#### **4. Budget Presentation**

Sheldon referred to the new Marketing Task Force budget matrix for 2008-09 to increase awareness of the group's spending. Baker and Sanchez indicated approval. Kojian stated that we will be providing all of the task forces a budget matrix.

#### **5. Storefront Activation**

Program Outline: Sheldon explained the new storefront activation flow chart which will allow for a specific protocol for activating empty storefronts. Assadi stated that the chart is very helpful, as it provides different options.

Update on Available spaces: Lewis asked for an update on the Phantom Galleries. Sheldon said that Liza will have seven locations Downtown and that the hardest part of her project is contacting the property owners and getting them involved. Sheldon has been able to contact Dr. Zak as well as the Sky properties to interest them in the program. Kojian stated that the marketing task force has a certain sphere of influence and should be using it to encourage property owners to adhere to the storefront activation project. Baker stated that she would like to advertise in one of the windows. Sheldon would first like to confirm what he's discussed with the property owners, get places filled and then re-evaluate the advertising later, to which Lewis agreed. Ballesteros wanted to clarify our ability to contact code enforcement in case property owners are letting their vacant storefronts deteriorate. Kojian stated that we would first contact property owners, give them a chance to make the changes and then follow up with code enforcement if changes hadn't been made in a timely manner. Ballesteros offered to help DLBA contact code enforcement when necessary, and Sheldon asked Ballesteros to check on code for graffiti tape. Assadi met with Liza and agrees that this is the best way to move forward. Lewis asked if Liza was including or was receptive to using local artists and Assadi stated that she was very open and also has great contacts for more well-known artists. Lewis made the suggestion of a walking tour and reception to which owners of prospective properties could be

invited. Ballesteros noted that the contract between the RDA and Liza will be expiring soon but because the project is under-budget, it may be extended.

Form for consideration: Sheldon and Sunukjian have updated the form for consideration and all were in agreement with the changes. Lewis would like to see a similar form for events and proposals as well as participation in the storefront activation program. Sheldon stated that the forms are ready.

#### **6. Tony Cruz Bicycle Expo Event**

Sheldon, Lewis and Morris met with Tony Cruz to discuss the possibility of having a bike race through the Downtown. It would not be on the pro-tour, but many professionals were expected to enter and if it were successful it could be added to the pro circuit. The proposal was for events on Saturday and the race on Sunday, including area-specific events for certain demographics; Shoreline Village, for example, would be family focused and feature bike safety. Morris liked the idea of having multiple events scheduled all in a row--the proposed bike race, drifting and the Grand Prix. Sheldon made the suggestion of offering free bike parking at the Bike Station and encouraging people to ride to work the Friday before the bike race. Lewis pointed out that one of the goals of City Manager Pat West is to make Long Beach one of the most bike friendly cities. Baker and Lewis both showed interest in the SpinArt display pieces currently held by the DLBA. Sheldon offered to get a proposed route from Cruz and pull permits, with Cruz maintaining responsibility for water stations. Sheldon also planned to investigate the financial need for the event. Morris suggests that we contact West to see if we can tap into the \$10 million bike fund to get this year started and market it as a kick-off to West's bike-friendly city campaign. Kojian made reference to the AMGEN tour. Sheldon reminded the task force that Grand Prix has permitted multiple areas for three weeks before and three weeks after the Grand Prix, and that DLBA would have to sub-permit.

#### **7. Review of 3<sup>rd</sup> Party Proposals**

Britto: The Britto Art Tour will take place May 2009- June 2009. The twelve art pieces will be distributed throughout the Pike area. The art pieces must have 24-hour security, and it will not be possible to provide that in any other area. Assadi asked why Developers Diversified Realty is asking us for \$5,000, when they themselves are already paying \$50,000 to have the art pieces here. Baker asked if there is some way to supplement, as in providing a VIP reception, instead of just giving them money. Lewis pointed out that the Pike does not come to the DLBA often for help. Lewis requested that Sheldon and Sunukjian find out what events are already scheduled for the Britto tour and then that they get John Sangmeister's opinion before discussing the topic at the January marketing and task force meeting.

#### **8. Old Business**

Area website pages: Kojian asked Sheldon if the website would be ready in January and Sheldon stated that it would be ready in February. The task force will thereby have the opportunity to pre-view the website and make any suggestions during the January meeting.

#### **9. New Business**

Kojian stated that he had spoken to Lewis and Morris regarding engaging city special events staff. Kojian has been in contact with Dave Ashman and Phil Hester to partner with them. Morris would like to focus more on cross-marketing in the meetings in January. Kojian would like individual committee members to take on responsibilities pertaining to specific events. Morris would like to see events already in place expanded throughout the downtown, ie. the Blues Festival could be a weekend event at MOLAA, Pine, and the East Village. Sheldon asked everyone to review the timeline included in the meeting packet. Lewis asked that everyone convey a positive message about Downtown, point out all of the things that are being and have been implemented, and send a positive message for positive change. Sheldon asked everyone to think of ways to improve communication with less active tenants.

**10. Public Comment**

There was no public comment.

**11. Adjournment**

The meeting was adjourned at 10:47 a.m.