



Downtown Long Beach Associates

Minutes for the Marketing Task Force  
Friday, March 27, 2009—9:30 a.m.  
DLBA Office

**MEMBERS PRESENT:** Maureen Baker, Jeff Forney, Richard Lewis, John Morris, Hilda Sanchez, John Sangmeister

**MEMBERS ABSENT:** Dave Ashman, Kamran Assadi, Victoria Ballesteros

**GUESTS:** Nicky Claire, George's Greek Café; Theo Douglas, *The District Weekly*; Elliott Gonzales, Long Beach Green Festival; Evan Kelly, EPKVision; Scott Hamilton, DOMA Properties; Eric Van den Haute, Sevilla; Kevan Vance, Taco Beach

**STAFF:** Kraig Kojian, Esther McCurry, Erin Murphy, Steve Sheldon

#### 1. Call to Order

Richard Lewis called the meeting to order at 9:32 a.m.

#### 2. Approval of Minutes from March 6, 2009

The minutes were approved with no corrections.

#### 3. Long Beach Bicycle Festival Event

Attendance for Friday was projected to be 1,000-2,000 people. Outreach was reported to include communication to 75,000 via e-mail from International City Racing, by mail to 9,300 residents from the City of Long Beach, by hand and mail to stakeholders via postcard, and by businesses via 300 posters. Registration was expected to increase from 130 in the week before the event as cyclists were better able to plan their involvement. Press coverage was discussed. Richard Lewis inquired about the budget, which Steve Sheldon anticipated to be slightly over projections. Lewis confirmed that DLBA's investment was \$20,000, and that DLBA would cover any costs not matched by other revenue.

#### 4. FY2008-09 Budget Update & Overview of 2009-10 Priorities

Sheldon noted that DLBA staff was drafting the 2009-10 budget and deciding whether to produce or sponsor additional events in 2008-09. Sheldon mentioned the priority to execute the new events added to this year's calendar and alluded to the possibility of additional funding from the Redevelopment Agency (RDA). Sheldon presented a cost summary comparing 2007-08 with 2008-09 as well as the projected 2009-10 budget, concluding that to produce the same schedule of events in 2009-10 as is on the calendar for 2008-09 would result in a projected

shortfall of approximately \$684,000, as DLBA will not have the amount of deferred revenue used to supplement the 2008-09 budget, which is anticipated to incur a shortfall of \$51,000 if no additional sponsorship revenue is secured for this year's events. Sheldon stated that the task force would therefore be responsible for prioritizing programs and events for 2009-10 at the budget workshop on April 10. Maureen Baker inquired about sponsoring Mardi Gras at the Waterfront in 2010 at an estimated cost of \$30,000.

John Morris inquired about additional funding from the RDA and indicated support for additional events in 2008-09. Scott Hamilton asked about sponsorship funding, such as that of Tecate's sponsorship of Thunder Thursday. Kojian stated that Tecate's sponsorship was sold through Grand Prix Association. Sangmeister inquired about what would happen if DLBA did not raise the additional \$51,000 in sponsorship necessary for 2008-09, and Kojian responded that DLBA could consider not producing events scheduled for later in the year if there were not funding available. Sangmeister requested information on DLBA's investment in comparison with the total cost of the events, which Sheldon provided. Hamilton asked who was responsible for raising sponsorship, and Kojian replied that DLBA staff as well as the Board and community at large was responsible for generating sponsorship for events. Lewis spoke of the new DLBA governance structure, which included the development of departmental task forces. Sangmeister mentioned New Year's Eve on Pine 2008 and how DLBA sponsorship of \$12,500 was supplemented by \$27,500 in additional sponsorship.

Jeff Forney requested an update on the ice rink, and Sheldon stated that Promenade construction was on schedule with an estimated completion date of June 2009 for the middle block (the site selected for the ice rink). Lewis spoke of the potential to incorporate local merchants' advertising in the ice rink. Morris noted that the ice rink would provide less benefit due to the lack of storefronts currently on the Promenade. Sheldon remarked that the Bicycle Festival budget was approximately \$100,000 for a two-day event, whereas the ice rink would be operational for 60 days at a total investment of \$300,000 (which would include DLBA revenue as well as substantial revenue from ticket sales and additional sponsors). Nicky Claire stated that Pine Avenue is the core of the Downtown and was struggling. Sangmeister responded that the Waterfront felt more neglected than Pine, noting that a majority of event funding was expended on Pine. Sangmeister agreed that 2008 was not the right year to initiate the ice rink. Kojian provided an overview of the history of the development of the concept of the ice rink. Hamilton added that additional retail was necessary for an inviting ice rink environment. Sangmeister mentioned the infrastructure added to the Promenade to support the ice rink. Lewis stated that DLBA would be evaluating whether to proceed with the ice rink in accordance with sponsorship benchmarks. Sheldon stated that in Redondo Beach, the title sponsor paid \$75,000 in the inaugural year. Sheldon also provided information on the Santa Monica ice rink. Baker spoke of the ice rink's potential leasing benefit.

Lewis initiated discussion about the process to plan the 2009-10 budget, and Sheldon stated that task force members would receive surveys to provide feedback on current and proposed programs and services, which staff would use in creating a draft 2009-10 budget for the task

force's consideration at the workshop on April 10. Sheldon advised that DLBA staff needed to complete the draft by April 30.

Discussion then turned to consider whether funding was available for additional events in 2008-09. There was some discussion about the Executive Committee meeting at which Morris recommended that funds be reallocated in the 2008-09 budget to provide funding for additional events. Baker stated the preference to know whether additional funding was available before proceeding with developing additional event proposals. Lewis noted that marketing and special events had already had an infusion of \$356,000 in addition to the funding allocated in the budget. Kojian stated that DLBA staff would be reporting back with a six-month budget snapshot at the April 2<sup>nd</sup> Executive Committee meeting. Lewis indicated support for a Pride Party on Pine event in May at an estimated cost of \$30,000, but acknowledged that DLBA may not have funding available this year. Hamilton mentioned sponsorship opportunities, and Sheldon responded that it may be difficult given the short event-planning time frame. Sangmeister expressed interest in supporting a Waterfront event if \$30,000 were available, rather than another event on Pine. Sheldon remarked that DLBA had strategically added eight events above and beyond those regularly scheduled and recommended executing the revised events calendar. Given the short time-frame before Pride, the task force discussed whether to make a recommendation to the Executive Committee that any additional funding should support the Pride Party on Pine.

There was some discussion of the event submission policy stipulating that DLBA produce events that receive over 45% of their revenue from the DLBA and also that the Executive Committee consider any proposals for funding in excess of \$15,000. In a discussion of how to implement standards to evaluating events, Sheldon noted that Drifting in 2008 was not well promoted and thus poorly attended. Sangmeister added that University by the Sea 2008 had not produced a return justifying the DLBA's sizable investment. The task force considered the \$15,000 cap and timeline for receipt of proposals, as well as the recommendation that DLBA funds not be expended on promoter's fees but rather on marketing or other event costs.

**Morris made a motion to approve the event submission policy as modified to include the stipulation that DLBA funds not support promoter's fees. Baker seconded the motion. All in favor; none opposed.**

Sangmeister requested that the task force author a letter in support of a sand volleyball court at Pine Circle.

## **5. Third-Party Proposal Review**

Elliott Gonzales presented the proposal to sponsor the Long Beach Green Festival on May 9, 2009, in the East Village at a level of \$2,000. In response to a question from Lewis, Gonzales stated that new publications and associations may be interested in green business practices. The task force suggested he also contact the City's office of Sustainability as well as Southern California Edison. Gonzales confirmed that the event would not occur without DLBA's sponsorship. Lewis inquired about advertising, and Gonzales stated that the event would be

promoted through e-mail blasts, ads, and free press opportunities. Theo Douglas liked that the event would occur between the Farmer's Market and 2<sup>nd</sup> Saturday events. Lewis expressed concern regarding sponsoring a first-time event at over 50% of the event budget. Sheldon suggested dedicating \$1,000 of sponsorship to marketing and \$1,000 to entertainment, and McCurry clarified that DLBA would be billed directly by the marketing and entertainment vendors for sponsorship.

**Forney made a motion to approve sponsoring the Long Beach Green Festival with \$1,000 for marketing and \$1,000 for entertainment. Morris seconded the motion. All in favor; none opposed.**

## **6. Area Announcements**

Forney announced a new CVB publication for conventioners and visitors. Kojian requested an update from Forney on marketing Pine Avenue as a reception venue, which was unavailable. There was some discussion about whether the CVB's publication could be used for economic development as well.

Victoria Ballesteros reported that the RDA would be receiving an award from the California Redevelopment Association and that project information was available online.

Baker announced the Formula Drift awards ceremony at Shoreline Village. Lewis recommended that the task force make a formal request of the City to provide a benefits package to businesses adversely affected by extreme street closures. Baker spoke of working with Dave Ashman of the City's office of Special Events and Filming to secure a booth for Shoreline Village at May's Pride Festival.

Morris provided a brief update on the Long Beach Bicycle Festival.

## **7. Old Business**

There was no old business.

## **8. New Business**

Morris requested that the task force be expanded to include a voting member from the Pine Avenue area, such as Niki Claire. Kojian responded that he would follow up on that request.

## **9. Public Comment**

## **10. Adjournment**

The meeting was adjourned at 11:35 a.m.