



Downtown Long Beach Associates

Minutes for the Marketing Task Force
Friday, March 6, 2009—9:30 a.m.
DLBA Office

MEMBERS PRESENT: Kamran Assadi, Maureen Baker, Jeff Forney, Richard Lewis, Hilda Sanchez, John Morris, Victoria Ballesteros, Dave Ashman

MEMBERS ABSENT: John Sangmeister

STAFF: Kraig Kojian, Steve Sheldon, Esther McCurry

PUBLIC: Evan Kelly

1. Call to Order

Richard Lewis called the meeting to order at 9:37 a.m.

2. Approval of Minutes from February 6, 2009

The minutes were approved with no corrections.

3. Area Announcements

RDA: Victoria Ballesteros provided an update on the Phantom Galleries and the extension of their contract for another six months. John Morris mentioned a storefront on 3rd without proper light and Ballesteros said she would look into it.

North Pine: Hilda Sanchez mentioned the opening of a new business, 4th Street Deli.

Pine: John Morris announced the Bike Festival, the Drifting event, Grand Prix and a possible Putt Putt on Pine event involving a street closure. Kraig Kojian provided an update that the DLBA is already a sponsor of this event.

Waterfront: Maureen Baker mentioned possible Drive in Movies at Shoreline Village with dinner packages. Morris suggested a calendar where all these things are posted and Lewis clarified that the DLBA already posts all events in the Downtown, including Shoreline Village.

East Village: Kamran Assadi discussed his participation in Phantom Galleries and complimented their product. He also announced a partnership with the Arts Council and the Library Foundation with the upcoming Visions-Voices event (formerly Smithsonian Week). He mentioned the closing of Scott Peterson's gallery and updated the committee on a meeting

with Kojian and Appleby regarding 2nd Saturday Artwalk and possible changes. SoundWalk is scheduled for Oct. 3 and will focus on the connectivity between 1st Street and Pine. He will provide future updates but expressed gratitude to the DLBA for the five years of financial support. Lewis asked if Assadi had a clip of the Huell Huellhowser show from last year; he doesn't but the DLBA agreed to look into securing one. Dave Ashman said his office may also be able to track it down from their film commissioning. Morris asked Assadi for an update on Tour des Artistes and 2nd Saturday; Kojian said the DLBA was first securing financial partners and then approaching the vested producers and starting the conversation from there. Assadi mentioned that the Vision-Voices group also worked with the 2nd Saturday group to begin that conversation.

Office of Special Events and Filming: Dave Ashman introduced himself and his desire for groups like ours to bring great events to Downtown. He informed the committee about the \$2.3 million in tax free revenue that came into the City this year because of filming. He also committed to helping the DLBA make our events happen at the lowest possible costs.

CVB: Jeff Forney announced that they have hired a new sales person in DC, as well as the hiring of a new Director of Sales. The CVB is targeting government groups as they are the most recession proof. For the rest of their conventions, their numbers are slightly down, but holding steady overall. Lewis asked for an update on the TED conference and Forney said they had only favorable reviews and that they really enjoyed Long Beach. He specifically mentioned that they loved the renovated Terrance Theatre and offered to bring some photos to the next TF meeting. Assadi asked if the lights at the Theatre could be programmed to fit his SoundWalk event and Forney agreed to look into it.

4. Long Beach Bicycle Festival Update

Steve Sheldon provided an overview of the weekend events and presented an updated budget, thanking Ashman for all his work in keeping the City fees down. Sheldon highlighted the budget gap of \$15,000 that we still need to raise. He mentioned we are looking for additional sponsors and asked the committee to send along any suggestions to DLBA staff.

Baker asked about the booth locations and mentioned she might be interested in a booth. Morris asked if Assadi was going to extend his premise for the East Village Festival and suggested he apply his ABC license to extend off his patio.

Lewis asked if the DLBA would email out the poster to the TF.

5. Free-View Thursday Update

Sheldon provided an update on the event and its components:

- Shark Lagoon at the Aquarium
- Go-Kart Track at Shoreline Village
- Pit Stop Competition at the Pike

- Motocross show on Pine Ave with the static car display

Kojian announced that we are considering a sand volleyball court in the Pine Avenue Circle, pending a meeting with Jim Michaelian with the GPA.

Ashman added that they are working out valet parking for GP weekend, one that also includes Shoreline Village.

6. Budget Presentation

Kojian introduced the discussion by identifying the revenue sources – where the DLBA collects our money from. Sheldon then began walking through the presentation. He reviewed the overall budget, highlighted where we are under budget, over budget, the amount remaining, etc. Lewis then detailed how we could move monies around (from Storefront Activation) to Music Festival, for example. Sheldon reviewed staff recommendation to reallocate the Promenade Entertainment line item to the Ice Rink, to keep the money in the same part of Downtown, and to move the surplus in Storefront Activation to the Music Series. Esther McCurry pointed out that the \$76,000 in deferred that was allocated to existing events could also help with the Music Series/Festival. Sheldon said DLBA staff will send out a form soliciting feedback on where priorities lie for next year so we can have suggestions as we work out next year's budget.

7. Review of Third Party Proposals

- A. Dance Fridays – Lewis presented this idea and promoted as a community building activity.
- B. Movie Matinees – Lewis presented this idea as well.
- C. TDA – Evan Kelly presented this event, explaining how it showcases businesses and artists in Downtown Long Beach.

McCurry explained that there is still \$44,000 in the East Village Events line item for them to spend as approved. \$10,000 is going to a second round with the Farmers Market, leaving \$34,000. The current proposals asked for \$30,000, leaving \$4,000 in that line item. Assadi expressed concern about spending that much money on pilot programs; he isn't convinced that events are the answer to the EV's problem. Morris interjected that he thinks putting feet on the street should be the main priority right now. Sheldon added that he felt the events taking place in the East Village were actually a good fit for the area, considering their artistic influences. Assadi agreed they were good events, but felt the money should be spent on infrastructure.

Lewis explained that the DLBA has a CPI Task Force and this committee's objective is marketing and events. He asked for a motion to approve the three proposed events. Morris so moved; Sanchez gave a second. All in favor, none opposed.

Morris then suggested a special meeting to discuss the East Village and how it ought to be marketed (that is, should it be called an arts district?). DLBA agreed to look into it.

8. Review Event Evaluation Forms

None.

9. Old Business.

None.

10. New Business

- A. Drifting – Morris would like financial support from the DLBA for this event on April 9, 2009. It would involve a street closure on Pine between Broadway and 3rd; a Red Bull DJ; and a static car display of the Formula Drift cars.
 - Sheldon asked where the \$12,000 was going to come from, given that the Pine line item has been expended.
 - Morris said he would secure the money.
- B. Putt Putt – Morris would like to piggy-back on the Putt Putt on Pine event and turn it into a street closure on April 23, 2009. He mentioned the Chamber would support it as a mixer and the event would include a stage and music. He requested \$10,000.
- C. Cinco de Mayo – Morris would like a Cinco de Mayo event on Pine and requested \$42,000.

Morris explained that he is asking for DLBA seed money and Sheldon deferred to Kojian, as there is currently no money left in the Pine Avenue line item. Kojian explained that we are already giving \$2,500 to sponsor Putt Putt and clarified that the event organizers don't want a street closure; they want the street open as usual.

Morris called for support for the committee. Baker mentioned she supported it, though didn't see the connection with Formula Drift, as the event takes place at the Waterfront. Ballesteros agreed in supporting Drifting and Putt Putt, but felt Cinco de Mayo was too expensive. Forney agreed.

Morris asked if the DLBA could secure \$75,000 from another department for events. Kojian agreed to address that question in the March Board of Directors meeting. He explained that the DLBA needs to be strategic and would prefer to have more lead time for events than 30 days. McCurry pointed out that not all businesses are in support of closing the street. Kojian explained that we need the full story on these events before we approve or deny them.

Baker suggested meeting more often, as it seemed we had too much to cover and were often in a time crunch with events. Sheldon suggested meeting either 3/20 or 3/27 and the committee agreed.

11. Public Comment

Kelly suggested updated the Form for Consideration with a time limit. The committee agreed that was good idea; the DLBA will implement changes for next meeting.

Forney asked what would happen if the Board did not approve additional funds and the event went in the whole; Sheldon explained how that was part of the problem, since sometimes the DLBA was not the event produce. Sheldon tabled the discussion for when the committee can talk about it more in length. He mentioned updating the forms for the next meeting.

12. Adjournment

Committee adjourned at 11:30.