

**Downtown Long Beach Associates
Minutes of the Marketing and Special Events Task Force
FY2009-10 BUDGET WORKSHOP**

Friday, April 10, 2009—9:30 a.m.
King's Fish House Banquet Room
100 West Broadway
Long Beach, CA 90802

PRESENT

Voting Members: Kamran Assadi, Maureen Baker, Victoria Ballesteros, Nicky Claire, Jeff Forney, John Morris

ABSENT

Voting Members: Dave Ashman, Richard Lewis, Hilda Sanchez, John Sangmeister

Guests: Justin Dickens, Melida Galindo, Julie Kreisler, Jimmy Loizides, Kevan Vance

Staff: Kraig Kojian, Erin Murphy, Steve Sheldon

I. CALL TO ORDER

Co-Chair John Morris called the meeting to order at 9:35 a.m.

II. APPROVAL OF THE MINUTES

Maureen Baker made a motion to approve the minutes from the March 27, 2009, Marketing and Special Events Task Force meeting as presented. Jeff Forney seconded the motion. All in favor; none opposed.

III. FY2008-09 BUDGET UPDATE

Steve Sheldon distributed the schedule the events for Free View Thursday on April 16, 2009.

Sheldon then provided preliminary results of the DLBA Annual Stakeholder Survey, which showed mainly positive responses for marketing and special events programs. In response to a question from Forney, Sheldon stated that approximately 50 respondents had participated thus far.

IV. FY2009-10 BUDGET WORKSHOP

Sheldon provided an overview of proposed expenses for marketing and special events in FY2009-10, comparing them with FY2008-09 actual and budgeted expenses to date. Forney inquired about the Big Red Bus, and Sheldon noted that DLBA charters the bus for events such as Putt Putt, the Belmont Shore Christmas Parade, and Restaurant Week. There was also some discussion of stakeholders' participation in cooperative advertising campaigns. The Task Force then discussed overall outreach to residents and working with the nascent Downtown Residential Council to improve communications with residents.

Sheldon then reviewed the proposed special events budget for FY2009-10, noting that the Waterfront and East Village area allocations could be expended on events produced or sponsored by the DLBA. Nicky Claire distributed an events proposal that was tabled for discussion following review of the proposed FY2009-10 budget.

The Task Force then reviewed area allocations: \$140,000 for Pine, \$66,000 for Waterfront, and \$93,000 for East Village. Forney expressed interest in knowing the number of events, in addition to the projected expenses, by area. Victoria Ballesteros inquired why Pine had the largest budget, and Sheldon noted that several of DLBA's signature events have traditionally been in the Pine area. Morris commented that East Village and Pine businesses struggled more than Waterfront-area businesses. Baker mentioned that in the past, Shoreline Village had underwritten events but would like to expand to two larger events occurring in February and September of 2009.

Sheldon clarified the Executive Committee's decision on April 2, 2009, to reallocate \$100,000 from Ice Rink in FY2008-09 to Pride on Pine for \$30,000.

Sheldon stated that of the remaining \$70,000, \$60,000 would be split equally between East Village and Waterfront events, with \$10,000 remaining for discretionary expenses.

Kojian suggested that as a cost-saving measure, the task force could consider hiring event producers to manage events and allow the DLBA to serve as only a sponsor. Baker questioned how the quality of prospective producers would be determined, and Kojian responded that the Task Force would be responsible for reviewing producers. Kojian added that the City's Special Events and Filming Office had suggested that the Task Force take on a review role for all events proposed for the Downtown, with which Baker indicated agreement. In response to a question from Ballesteros about the potential downside, Kojian stated that the events could be of lower quality or simply not occur due to lack of revenue. Forney mentioned the example of the Cambodian New Year Parade's \$40,000 shortfall, and Kojian referred to the Daisy Lane Christmas Parade's legal issues. Baker suggested that producers be required to have on stakeholder financial sponsor, with that stakeholder assuming responsibility to cover any budget shortfalls. Morris suggested that the DLBA not give up the production responsibility at this time, but that the matter could be reviewed at a later time.

The Task Force then discussed the music series. Sheldon updated the Task Force on plans to create a music series that was a destination, not just ambient entertainment for those already in the Downtown, and a meeting with Fingerprints and Schooled in Song to create such a series. Melida Galindo suggested using the parking lot across the street from Roscoe's Chicken and Waffles. There was also mention of KLON's Blues Caravan and DLBA's Passport to the Blues in 2008. Relative to FY2008-09, Sheldon reminded the Task Force that while \$75,000 has been spent already on the

music series, the Task Force had allocated an additional \$50,000 from the marketing budget to augment the music series as proposed.

King's Fish House General Manager Justin Dickens observed that certain street closures negatively impacted Pine Avenue restaurateurs, and the Task Force then discussed in some detail the logistical parking issues associated with the recent Bicycle Festival and the negative impact on businesses, despite the overall positive nature of the event as a whole. Dickens noted in particular the negative effect of the stage's placement in front of King's. Claire suggested that the DLBA consider events that tied in more closely with existing events at the Queen Mary or Convention and Entertainment Center.

Morris proposed not including State of the Downtown in the FY2009-10 budget due to the staff time necessary to produce the event. In response to a question from Julie Kreisler, Erin Murphy clarified that the event draws primarily non-stakeholders. Kojian added that State of the Downtown is one of the few events that targets a corporate audience, which varies depending on the year's theme. Galindo suggested including a Downtown tour, and Kojian indicated a preference for scheduling such tours separately from the annual lunch. The Task Force did not come to a decision regarding whether to remove State of the Downtown.

Morris indicated overall approval for the budget as proposed, which could not be formally approved due to lack of quorum after the departure of Assadi. Those in attendance agreed that the proposed budget was ready for approval and scheduled a meeting April 24, 2009, in order to do so formally before the draft of the entire DLBA budget was submitted to the Executive Committee before its May 7, 2009, meeting.

Kreisler initiated discussion on refocusing marketing on public relations and online. Sheldon reported that DLBA staff had recently met to increase DLBA's online presence through Twitter, Facebook, and other viral, cost-free technologies to complement the additional radio and online promotions launched this year.

Kojian stated that DLBA would be submitting 18-month work plans to the Redevelopment Agency (RDA) for funding consideration for Economic Development and Marketing and Special Events. Morris inquired about adding events to the portion of the proposal addressing FY2008-09. Kojian expressed concern regarding including events that the DLBA was unable to fund. After consideration of the matter, the Task Force recommended including scheduled events as well as a wish list of additional events such as Mardi Gras, Pirate Festival, TransPAC Race, Memorial Day, 7 Sundays, and East Village events to be determined. Ballesteros inquired whether the events would also be seeking funding from other sources, and Morris mentioned the Long Beach Area Convention and Visitors Bureau. Ballesteros advised the Task Force that the RDA was enduring economic challenges like other industries.

V. OLD BUSINESS

There was no old business.

VI. NEW BUSINESS

There was no new business.

VII. PUBLIC COMMENTS

There were no additional public comments.

The meeting was adjourned at 11:00 a.m.