



Minutes of the DLBA Marketing and Special Events Task Force

**Thursday, April 23, 2009—9:30 a.m.
King's Fish House Banquet Room
100 West Broadway
Long Beach, CA 90802**

Voting Members

Present: Kamran Assadi, Maureen Baker, Jeff Forney, Richard Lewis, Hilda Sanchez, John Sangmeister

Absent: Victoria Ballesteros, Nicky Claire, John Morris

Guests: None

Staff: Kraig Kojian, Esther McCurry, Erin Murphy, Steve Sheldon

I. CALL TO ORDER

Co-Chair Richard Lewis called the meeting to order at 9:40 a.m.

II. APPROVAL OF THE MINUTES

John Sangmeister made a motion to approve the minutes from the April 10, 2009, Marketing and Special Events Task Force meeting. Kamran Assadi seconded the motion. All in favor; none opposed.

III. FY2008-09 BUDGET UPDATE

DLBA Marketing and Special Events Manager Steve Sheldon reported that the Executive Committee at the April 2, 2009, meeting had reallocated \$100,000 in funds from the proposed Ice Rink to alternate events and had approved \$30,000 in funding for the Pink Party on May 15, 2009. Sheldon reported that the remaining \$70,000 would be allocated in the following manner: \$30,000 for East Village events, \$30,000 for Waterfront events, and \$10,000 contingency for events that run over budget.

Assadi suggested that requests for proposals be publicized in order to guide allocations of East Village event funding. The Task Force then discussed the 2nd Saturday event as a signature of the East Village Arts District, mentioning the possibility of involving new event organizers such as RU Long Beach or a partnership with the Redevelopment Agency (RDA) and doing outreach to the current event

producers, Larry Bott and Marek Dzida. DLBA staff offered to follow up on the event and report back to the Task Force.

Relative to allocating the funding for Waterfront events, Lewis encouraged additional proposals.

IV. FY2009-10 PROPOSED BUDGET

Sheldon initiated a detailed review of the proposed budget, following up on the discussion at the April 10, 2009, Task Force meeting at which there was general support for the recommendations.

The Task Force engaged in discussion about implementing the FY2008-09 storefront activation program. Assadi referred to a photography proposal he had drafted and planned to submit. Maureen Baker expressed willingness to advertise Shoreline Village, and Jeff Forney offered to donate the use to Long Beach photographs for display. Lewis suggested creating a graphic showing Downtown's assets, and Assadi proposed contacting arts organizations such as the Long Beach Opera or Symphony to promote their performances. Baker added that the Museum of Latin American Art may be another resource. Proposed locations discussed included 3rd and Pine and the Press-Telegram Lofts site.

There was mention of Waterfront event proposals, such as the Pirate Festival, TransPAC, and Mayor's Cup.

The Task Force discussed the possibility of improving the appearance of the Ocean Center building, a historic site. Along with Assadi's mention of additional funding necessary for the *X Marks the Spot* art installation at Ocean Boulevard and Alamitos Avenue, additional LED lighting of the Ocean Center building was referred to the Capital Improvement Projects Task Force for funding consideration, pending submission of project proposals.

Assadi made a motion to approve the FY2009-10 Marketing and Special Events Budget recommendations as submitted. Hilda Sanchez seconded the motion. All in favor; none opposed.

Kojian then provided an overview of the next steps in the DLBA budget process.

V. IDENTITY REDESIGN

Sheldon reported that DLBA staff recommended tabling discussion of the identity redesign pending the finalization of an RFP process.

VI. EVENT EVALUATION FORMS

There were no forms to review.

VII. OLD BUSINESS

There was no old business.

VIII. NEW BUSINESS

Sheldon distributed two Pine Avenue area event proposals—Seven Sundays and a Memorial Day Concert. It was noted that additional funding for Pine Avenue events was unavailable at this time and that the level of funding requested (more than 45% of the total event budgets) would necessitate DLBA's producing both events. Lewis commented that Pine Avenue area funding had been reallocated from the Ice Rink to the Pink Party. The Task Force also expressed a preference for having additional time before producing events. Sheldon added that staff had advised the proposals' author to seek outside funding and that DLBA would be glad to support the events if they occurred through the e-newsletter and Guides' distribution of collateral.

The approved proposal guidelines and Pink Party materials were distributed for the Task Force's reference.

Sangmeister recommended that the Task Force not approve requests for sponsorship funding without another sponsor already secured.

Sangmeister then suggested that the municipal band be asked to participate in the Music Series.

Sangmeister concluded his comments by proposing that the Task Force evaluate its alignment with the strategic plan goals as it enters the next year.

There was some discussion of creating inserts for event collateral with offers to consumers to receive discounts upon return visits to the Downtown. Esther McCurry stated that DLBA had created such a piece for Putt Putt, and Lewis mentioned that the East Village Matinee Series also had done so.

The meeting was adjourned at 10:45 a.m.