



**Minutes of the Marketing and Special Events Task Force
Friday, May 29, 2009—9:30 a.m.
King's Fish House, Banquet Room
100 West Broadway
Long Beach, CA 90802**

PRESENT

Voting Members: David Ashman, Kamran Assadi, Jeff Forney, Richard Lewis, John Morris, Kristina O'Connor, Hilda Sanchez.

Guests: Joe Cisneros, Diamond Parking; David Finch, Diamond Parking; Rand Foster, SAM; Justin Hectus, SAM; Evan Kelly, EPKVision; Jimmy Loizides, George's Greek Café; Michelle Manire, CTC Destination and Meeting Management; Markus Manley, RULB; Erin Regan, RULB.

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

ABSENT

Voting Members: Maureen Baker, Victoria Ballesteros, Nicky Claire, John Sangmeister.

I. CALL TO ORDER

Richard Lewis called the meeting to order at 9:35 a.m., and self-introductions were made. Lewis welcomed new residential representative Kristina O'Connor, who introduced herself at greater length.

II. APPROVAL OF THE MINUTES

John Morris made a motion to approve the minutes from the May 8, 2009, meeting. Hilda Sanchez seconded the motion. All in favor; none opposed.

III. FY2008-09 BUDGET UPDATE

Sheldon provided information on expenses to date. Lewis confirmed that the allocations correspond to the projected revenue budgeted for the remainder of the year.

IV. DOWNTOWN MUSIC SERIES AND FESTIVAL

After Kraig Kojian's comments regarding DLBA's interest in expanding the music series and incorporating more local bands, Justin Hectus and Rand Foster presented their proposal for "Summer and Music" (SAM). Hectus mentioned that the bands were also chosen based on their ability to market their shows to their fans, thereby amplifying

the efforts of the overall SAM campaign. Foster described the Wooden Nickel program to encourage fans to patronize Downtown businesses. Hectus confirmed in response to a question from Lewis that he and Foster would be managing the marketing and event production with oversight from the DLBA. There was mention of the series becoming a signature Downtown event with growth potential in future years.

Morris made a motion to approve the amended music series proposal as presented by Justin Hectus and Rand Foster. Lewis seconded the motion. All in favor; none opposed.

The Task Force reviewed the budget modifications necessary to fund the series as proposed and approved. Assadi confirmed that staff had reviewed proposals solicited through the RFP process and recommended this proposal. Jimmy Loizides mentioned that residents and businesses shared the responsibility for supporting events and promotions. Joe Cisneros inquired about Pine Avenue closures, which Kojian stated included Sunday, June 28, and Saturday, August 29. There was mention of also working with Fraternal Order of Police on August 16. Morris asked about additional closures should they be suggested by Pine Avenue merchants, and Hectus stated his commitment to work with partners while remaining within the budget as approved by the Task Force.

V. SPECIAL EVENTS RECAPS AND UPDATES

Sheldon provided information on a number of upcoming events, summarized as follows:

- East Village Sunday Matinees—audience base growing weekly
- Green Long Beach Festival—overall successful event, Lewis following up on challenges particular to businesses due to closures on Linden Avenue and 1st Street
- Pink Party—approximately 2,000 in attendance, four restaurants so far have reported increased sales in response to DLBA survey, discussion of working more closely with Pride next year
- KABC Clean Air Car Show—scheduled for June 6 at Shoreline Village
- Tour des Artistes—Evan Kelly mentioned the VIP Bus Tour, and Lewis mentioned tie-ins with 2nd Saturday event
- Taste of Downtown/Date Night/Happy Hour—scheduled for discussion with ratepayers following Task Force meeting

O'Connor requested materials to distribute to residents, including a calendar to post.

VI. STOREFRONT ACTIVATION

Sheldon reported that Phantom Galleries had proposed creating an installation at the Southwest corner of Pine Avenue and 3rd Street and that he was working with Becky Blair to install art at Pine Square. Kojian informed the Task Force that the Southeast corner of Pine Avenue and 3rd Street had been purchased by Safe Navigation, a long-time Downtown community member that should be willing to make vacant space available for displays.

VII. IDENTITY REDESIGN

Sheldon reported that May 29 was the deadline for Identity Redesign proposals, noting that two had been received so far and that presentations would be given at the June 19 Task Force meeting.

VIII. THIRD PARTY PROPOSALS

Sheldon reported that DLBA staff had decided not to bring to the Task Force a proposal for a private clothing swap as well as a request for sponsorship from the Bayou Festival.

IX. OLD BUSINESS

There was no old business.

X. NEW BUSINESS

Assadi announced a meeting hosted by the Arts Council at MoLAA on June 4 to discuss plans for October is Arts month.

There was brief discussion of 1st Street construction.

Loizides offered to provide DLBA staff a leasing lead for vacant commercial space.

Assadi alerted the Task Force to a recent false traveler's check scam.

The meeting was adjourned at 10:35 a.m.