



Marketing and Special Events Task Force

Friday, January 15

9:30 A.M.

Yard House Long Beach

401 W. Shoreline Drive

1. Call to Order - Richard Lewis, Chair
2. Approval of the Minutes from November 20, 2009 Meeting
3. Update FY 2009-10 Budget (10 minutes) - Richard Lewis
 - A. Sponsorship Opportunities
 - B. In-Kind Sponsorship Package
4. Downtown Gift Card Program (5 minutes) - Richard Lewis
5. Annual Event Calendar (5 minutes) - Steve Sheldon
6. Special Events & Promotions Updates (5 minutes) - Steve Sheldon
 - A. New Year's Eve Recap
 - B. Valentine Wine & Dine
7. General Updates (5 minutes) - Steve Sheldon
 - A. Segway Advertising
 - B. Website Statistics
8. Third Party Proposals (10 minutes)
 - A. Long Beach Mardi Gras - Jeff Williams

ACTION ITEM: Consider sponsorship request from Long Beach Mardi Gras for February 20 event in an amount not to exceed \$2,000 from Unallocated Events budget.
9. Old Business
10. New Business
11. Public Comment
12. Adjournment

All meetings held by the Marketing and Special Events Task Force shall be conducted in compliance with the Brown Act, California Government Code Section 54950 et seq., and its requirement that public commissions, boards, councils and other public agencies conduct business openly.

Next Meeting: Friday, February 19, 2010, 9:30AM, Location TBD