

Downtown Long Beach Associates

Minutes for the Marketing Task Force
Friday, November 14, 2008—9:30 a.m.
George's Greek Cafe

MEMBERS PRESENT: Richard Lewis, John Morris, Kamran Assadi, Victoria Ballesteros, Maureen Baker

MEMBERS ABSENT: Jeff Forney, John Sangmeister, Hilda Sanchez

STAFF: Esther Sunukjian, Steve Sheldon, Kraig Kojian

MEMBERS OF THE PUBLIC: Brian Smith, Alex Naticchioni, Cheryl Carnwath, Rachel Potucek, Ryan Smolar, Evan Kelly

1. Call to Order

Richard Lewis called the meeting to order at 9:40 a.m. Self introductions were made.

2. Approval of Minutes from November 7, 2008

The minutes were approved with no corrections.

3. Area Announcements

Shoreline Village: In partnership with the DLBA, the Pike, the AoP and Shoreline Village, there will be several holiday events: Tree lighting, Snow Days, live music and pictures with Santa.

East Village: The Farmer's Market is up and running every Saturday; Utopia is open for lunch for an initial trial period

Pine: The Pine Ave. restaurants are doing Tennant Appreciation lunches, which are going well.

RDA: DLBA Board Chair and RDA Board Chair co-authored an op-ed piece in response to the Pain on Pine series in the Press Telegram.

4. Decorating Empty Storefronts

DLBA staff provided an overview of the program and the process of requesting funds from the Executive Committee. Staff presented Scott Bloomfield's proposal, pointing out the pros (local artist, artwork will showcase Downtown's assets, the pieces are moveable) and the cons (expensive, time consuming).

Assadi presented his idea to cover the Linden storefront with a gallery, with an estimated cost of \$1,000. For the prominent Pine Avenue empty storefronts, he recommended a photo gallery that lights up at night, with an estimated cost of \$2,500-\$3,000.

Richard Lewis recommended a more permanent system. He recommended that the DLBA establish a Storefront Activation Program, so that as soon as business vacates, the DLBA would move in within the week with some kind of window covering. He also suggested that in the long term, this needs to be a partnership between Arts Council, Phantom Galleries and the DLBA.

The Task Force moved to recommend that the Executive Committee agree to spend \$10,000 on a Storefront Activation Program.

The Task Force asked DLBA staff to outline a proposal for a more permanent program, and email out an electronic copy of Scott's proposal, Evan's proposal and Kamran's idea on Linden.

Public Comment:

- Ryan Smolar suggested that there by a RFP process for artist to submit their proposals
- Evan Kelly presented his proposal for covering the storefronts with a shallow art installation that he believes he could have in place within one to two days of approval
- John Morris recommended having Phantom Galleries and the Arts Council join the Task Force at an upcoming meeting and brief the Task Force on their plans

5. Present Compiled Ranked Recommendations for Deferred Revenue

Task Force felt the recommendations looked good. There was the suggestion/request to save \$5,000 out of the Pine Avenue Halloween Event for a New Year's event. The Task Force moved to present the recommendations to the Executive Committee for approval.

6. Area Website Pages Presentation

Deferred to next meeting due to time constraints.

7. Old Business

None.

8. New Businesses

None.

9. Public Comment

The Long Beach Online group asked that one of the empty storefronts on Pine Avenue be used to house a timer/clock/flat screen TV that counts down the days/hours to New Year's Day.

10. Adjournment

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