



**Minutes for the Marketing Task Force
Friday, February 19, 2010—9:30 a.m.**

Gladstone's
330 South Pine Avenue, Long Beach, CA 90802

MEMBERS PRESENT: Dave Ashman, Kamran Assadi, Maureen Baker, Victoria Ballesteros, Ron Hodges, Richard Lewis, Hilda Sanchez, John Sangmeister

MEMBERS ABSENT: Jeff Forney, Joen Garnica, Michelle Manire, Joel Ojeda

STAFF: Steve Sheldon, Esther McCurry, Vanessa McCollum

GUESTS: Jimmy Loizides, Julie Kreisler

1. CALL TO ORDER AND INTRODUCTIONS

Richard Lewis called the meeting to order at 9:40am.

2. APPROVAL OF THE MINUTES FROM NOVEMBER 20, 2009, and JANUARY 15, 2010 MEETINGS

Hilda Sanchez made the motion to approve minutes from the meetings on November 20, 2009, and January 15, 2010, and Maureen Baker seconded the motion. All in favor; none opposed.

3. UPDATE FY 2009-10 BUDGET

Steve Sheldon reported that the Marketing and Special Events department is on budget. The budget for Bike Fest has increased by \$80,000. Jimmy Loizides suggested that Kraig Kojain have a meeting with City Manager Pat West regarding city fees for special events, and Steve Sheldon clarified that Kojain and West have met on that topic and the city fees cannot be waived because of the city's own budget issues. Esther McCurry stated that the New Year's Eve events came in \$2,000-3,000 under budget. John Sangmeister stated that it may be more cost effective to hire private security instead of paying \$1,000 per officer, and added that it will be a hardship for the organization to continue to produce these types of events without finding some way to cut costs. Dave Ashman added that the types of events that are produced by DLBA do not typically attract high-risk behaviors, and that most incidents, aside from directing traffic, can be handled by the Guides. Kamran Assadi suggested taking the issue to City Council and making the argument that Business Improvements city wide would greatly benefit from reduced fees, making it easier to attract more revenue throughout the city.

4. TASK FORCE SUBCOMMITTEES AND MEMBER GOALS

Lewis explained that this year, as opposed to last year, there are fewer events and more second-time events than first-time events. It was suggested that the task force form subcommittees for individual events, allowing the full task force to meet less frequently, and the members to be more involved with the events that interest them the most. Lewis asked the task force meeting attendees which subcommittees they would like to sign up for. Kojian clarified that these are all ad hoc meetings and that they will not be held to the Brown Act standards. Richard Lewis, Julie Kriesler, Ron Hodges, and Victoria Ballesteros volunteered for New Business Outreach and would work with Economic Development to engage new business and practice high-touch communication with new as well as existing businesses. Assadi and Ballesteros expressed interest in volunteering for Summer and Music. Sanchez expressed interest in the Latin American Parade and Festival, and it was suggested that she chair the subcommittee. Baker and Loizides expressed interest in volunteering for the New Year's Eve subcommittee.

5. SPECIAL EVENTS AND PROMOTIONS UPDATES

Valentine Wine and Dine Event promoted several restaurants and received an influx of web traffic. As Segway advertising possibilities have only attracted one participant, Assadi suggested using them to Advertise events if there aren't enough participants for the promotion. Taste of Downtown will take Place at the bandshell at a fee of \$92 for most restaurants on March 24 and 25, 2010. An overview of the event sponsorship form was distributed, and there was also an overview of the in-kind sponsorship options available to events taking place in the Downtown.

6. OLD BUSINESS

Sangmeister gave an update that the Mardi Gras parade and festival will take place at the Waterfront February 20, 2010 and since the pre-sale tickets have only reached fifty percent of the projected sales, tickets will be sold at the event as well.

7. NEW BUSINESS

Sangmeister stated that Red Bull's Flugtag event will be held in Long Beach at the Pine Avenue Pier. Ashman added that the coastal permits for the event still need to be finalized, and the Special Events and Filming department is doing everything they can to minimize any negative impact the event may create by only closing the area for the day of the event. Assadi asked if there was any way the DLBA could help with the Second Saturday events in the East Village Kojian stated that he would be happy to take the lead on that topic and has been advocating with promoters that are in place already and also would be happy to speak to the current Second Saturday organizer Marek Dzida.

8. PUBLIC COMMENT

There was no public comment.

9. ADJOURNMENT

The meeting was adjourned at 10:30am.