



**DOWNTOWN
LONG BEACH
ALLIANCE**

MEMBERS

Ashley Chiddick, Chair

Cameron Andrews, V. Chair

Claudia Ayala

Ryan La Rosa

Nathan Lasker

Samantha Mehlinger

Patrick Michel

Melissa Urena

Amlin Kotei

STAFF:

Stew Stephens
Programming Assistant

Asia Morris Communications
& Marketing Manager

James Ahumada
Sr. Vice President & Deputy
CEO

Amanda Barrera,
Digital Media Coordinator

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Long Beach, CA 90802
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MARKETING & COMMUNICATIONS COMMITTEE MINUTES

October 17, 2023

4:00 PM

DLBA Conference Room

100 W Broadway, Suite 120

Long Beach, CA 90802

Voting Present: Ashley Chiddick, Cameron Andrews.

Voting Absent: None.

DLBA Staff: Stew Stephens, Amanda Barrera, Asia Morris, Austin Metoyer, James Ahumada

Guests: Ryan La Rosa, Amlin Kotei.

1. Call to Order – Ashley Chiddick, Chair
[Meeting Presentation](#). Called to order 4:15 PM.
2. **ACTION: Approval of Minutes from [September 19, 2023 Meeting](#).**
VOTE: 1st Andrews; 2nd: Chiddick.
MOTION: None opposed. No abstentions. Motion Passes.
3. New Committee Members
4. FY23/24 Project Goals Outline
 - A. Project Goals Overview
 - B. Break Out Sessions
 - i. Group A & B to review goals, make any adjustments or edits
 - C. Group A & B to Present Adjustments to Committee
 - Morris shared a document with the group which outlines the Group Project Goals for FY 23-24. This document concerns the major neighborhoods of impact which were chosen based on the current BID areas of influence for DLBA. Group members are advised to review this to choose which working groups they will want to participate in by the next MarComm committee meeting in November.
5. Group Discussion: Monthly Committee Meetings
 - A. Confirm First Tuesday of the Month
 - Andrews addressed that after the new year, he will not be available for Tuesday meetings and requests the group consider meeting on Mondays instead, which seemed like an amenable choice to Amlin and La Rosa. The final decision will be made once the full committee reconvenes and can discuss the meeting time.
6. Staff Report
 - A. Upcoming Events
 - B. Social Media, Digital Marketing & Communications Analytics
 - C. Update on Ongoing Marketing & Communications Campaigns
 - Morris invites the group to join upcoming Downtown events (CCC, Dia de Muertos Festival, Mug-to-Mug, and Shop Small). Morris also provides updates on line items B. & C. regarding good growth on social media statistics. Andrews & Amlin ask about expanding the DLBA presence on Threads, LinkedIn, and TikTok. La Rosa informs the group that this may be beneficial as most social



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media data suggests TikTok views outperform other platforms for advertising benefit.

- Ahumada updates the group about the success of the Date Night on Pine event due to a strong online media presence, as well as collaboration with the Mayor's office and the City of Long Beach.
- Morris also reports on the success of the coffee shop listicle as part of the Downtown Scene Newsletter and informs the group that the Arts Council will organize the judging panel who will decide the Unfiltered winners. Images are also shared which display the success of recent activations.

7. Old Business

- Andrews raises concerns about the increase in break-ins and homelessness in the downtown area (specifically the Pine corridor) contributing to some darker areas feeling less safe, and the energy in the evening feeling more chaotic. Ahumada describes how the city is responding in addition to the DLBA's hiring of a new Homeless Outreach Coordinator.

8. New Business

- Morris shares the recent DLBA survey code intended to gather opinions about the future message for DTLB, and asks that the group share the QR code widely to get as many results as possible prior to the survey's deadline on 10/23.

9. Public Comment (three minutes on all non-agenda items)

10. Adjournment

Adjourned at 4:58 PM

NEXT MARKETING & COMMUNICATIONS COMMITTEE MEETING:

November 7, 4:00 PM

Location: DLBA Conference Room (100 W Broadway, Suite 120)

***Mission: Cultivate, preserve, and promote a healthy, safe
and prosperous Downtown for all***

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