



**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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**MARKETING & COMMUNICATIONS COMMITTEE AGENDA**

**November 7, 2023**

**4:00 PM**

**DLBA Conference Room**

100 W Broadway, Suite 120

Long Beach, CA 90802

1. Call to Order – Ashley Chiddick
2. **ACTION ITEM:** Approval of Minutes from **October 17, 2023** Meeting.
3. New Committee Members 5 Minutes
4. FY23/24 Committee Projects Discussion 35 Minutes
  - a. Project Goals Overview
  - b. Assign Neighborhood for Group B
  - c. Break Out Sessions
    - i. Group A & B to review goals, make any adjustments or edits
  - d. Group A & B to Present Adjustments to Committee
5. **ACTION ITEM:** Approve Group Members and Committee Projects
6. Group Discussion: Monthly Committee Meetings 5 Minutes
  - a. Confirm First Monday of the Month
7. Staff Report 10 Minutes
  - a. Upcoming Events
  - b. Social Media, Digital Marketing & Communications Analytics
  - c. Update on Ongoing Marketing & Communications Campaigns
8. Old Business
9. New Business
10. Public Comment (three minutes on all non-agenda items)
11. Adjournment

**NEXT MARKETING & COMMUNICATIONS COMMITTEE MEETING:**

**December 4, 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***

All meetings held by the Downtown Long Beach Alliance 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 public agencies conduct business openly. E-Mail correspondence regarding agenda items can be directed to [info@dlba.org](mailto:info@dlba.org). Agenda items may also be reviewed as posted in public view at the DLBA offices or at City Hall. If special accommodation is desired pursuant to the Americans with Disabilities Act, please make your request by phone to (562) 436-4259, by noon the day prior to the meeting.