



## 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

# MARKETING & COMMUNICATIONS COMMITTEE MINUTES

November 7, 2023

4:00 PM

### DLBA Conference Room

100 W Broadway, Suite 120

Long Beach, CA 90802

**Voting Present:** Ashley Chiddick, Cameron Andrews, Amlin Kotei, Samantha Mehlinger, Melissa Urena, Patrick Michel, Claudia Ayala, Ryan La Rosa

**Voting Absent:** Nathan Lasker

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

1. Call to Order – Ashley Chiddick  
[Meeting Presentation](#). Called to order 4:00 PM
2. **ACTION: Approval of Minutes from [October 17, 2023 Marketing & Communications Committee Meeting](#).**  
**VOTE: 1<sup>st</sup>: Andrews; 2<sup>nd</sup>: Mehlinger.**  
**MOTION:** None opposed. One abstention. Motion Passes.
3. New Committee Members
4. FY23/24 Committee Projects Discussion
  - 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
  - (a.) The committee reviewed the group project goals, which are similar to the project goals of the previous FY22-23, with a few minor updates. This discussion included a review of how the social Reels team (Group B) can maximize post stats and analytics.
  - (b.) Chiddick asks the group to consider using today's breakout sessions to assign a neighborhood for Group B, with Morris & Ahumada suggesting the Pine/Promenade neighborhood or West Gateway. Primary considerations for the West Gateway would include businesses most attended by the lunch crowd of the financial district. Considerations for the Pine/Promenade block are the wider reach of this area and proximity to more businesses, residents, and downtown events.
  - (c.) The committee split into two separate groups (A & B) for a 30-minute brainstorm of their group project goals in breakout sessions. Upon returning the group reveals what edits and additions were made. Urena and Andrews will be group leaders, and Pine/Promenade neighborhood was selected.
5. **ACTION:** Approve Group Members and Committee Projects  
**VOTE: 1<sup>st</sup>: Mehlinger; 2<sup>nd</sup>: Michel.**  
**MOTION:** None opposed. No abstentions. Motion Passes.
6. Group Discussion: Monthly Committee Meetings
  - a. Confirm First Monday of the Month



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- To accommodate all members' availability, the group decided to change the day of the meeting from the first Tuesday of each month to the first Wednesday.

### 7. Staff Report

- Upcoming Events
  - Social Media, Digital Marketing & Communications Analytics
  - Update on Ongoing Marketing & Communications Campaigns
- (a. & b.) Morris updated the group on upcoming events and provides updates on the media coverage & analytics data from the past month. Due to the way Meta (including Facebook, Instagram, Threads, etc.) provides reporting data, the stats appear to show less digital traffic than in previous months, but Morris explained why these changes are not reflective of a decrease in social media engagement.
  - (c.) Morris informed the committee that due to the recent rise in media/press coverage of recent assaults, the DLBA intends to continue to focus efforts on communicating to the public what steps the Clean & Safe team are taking to address these safety concerns, and how their presence can be utilized by businesses/residents/visitors. Morris also provides updates regarding other recent DLBA press releases including publications, listicles, and guides to local dining, and retail, as well as activities and other things to do in coming weeks. Morris updates the committee on the success of the Unfiltered photography campaign with more submissions than in past years. The arts council judges panel will be voting on the finalists soon and their work will be on display at the DLBA Holiday Mixer.

### 8. Old Business

### 9. New Business

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

### 11. Adjournment

Adjourned at 5:08 PM

### **NEXT MARKETING & COMMUNICATIONS COMMITTEE MEETING:**

**December 6, 2023**

**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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