



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 NOTES

Wednesday, December 6, 2023

4:00 PM

DLBA Conference Room

100 W Broadway, Suite 120
Long Beach, CA 90802

Voting Present: Cameron Andrews, Amlin Kotei, Claudia Ayala.

Voting Absent: Ashley Chiddick, Samantha Mehlinger, Melissa Urena, Patrick Michel, Nathan Lasker, Ryan La Rosa.

DLBA Staff: Stew Stephens, Asia Morris, James Ahumada.

1. Call to Order – Cameron Andrews, Vice Chair
Meeting Presentation. Called to order 4:12 PM
2. **ACTION ITEM: Approval of Minutes from [November 7, 2023 Marketing & Communications Meeting](#).**
VOTE: No Quorum. No Vote.
MOTION: Action **Moved** to following month's committee meeting.
3. Break Out Sessions
 - a. Group A to create list of NP businesses to highlight
 - b. Group B to create outreach list for first meeting
 - It was intended for the committee members to utilize this time in Break-Out sessions to discuss their specific foci and develop trackable project goals with specific deliverables. Since those in attendance were from Group B, Group B was able to meet and discuss their neighborhood awareness project for the Pine & Promenade area.
4. FY23/24 Committee Projects Discussion
 - a. Group A Updates & Needs (Melissa Urena)
 - b. Group B Updates & Needs (Cameron Andrews)
 - Group B did decide this would be a good opportunity to inform the Program Manager about the points they were able to develop on their Pine & Promenade neighborhood project. To properly consider this Downtown neighborhood, the group determined that there was a need for them to develop a detailed map of this area. Morris also provided the group with an extensive list of contacts for businesses in the area so the group could discuss an outreach plan. Andrews recommended members of the Group reach out to discussed businesses to determine who would be interested in a wider survey. The Group will use the North Pine template from FY2022-2023. This will be designed to create a marketing campaign to reference business needs & expectations.
 - The Group did a review of the questionnaire used previously to assess everyone's feelings about the survey. Morris asked the Group to consider what are some of DT's "hidden gems"? (– i.e. DT businesses most folks may not know about, but which have food/beverage items, activities, or other business models, which would benefit from being marketed or promoted). Andrews admitted this was a challenging component for past years' working groups.



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- Ahumada reminded the group that the questionnaire was designed to inform a 6-12 month marketing plan, working in collaboration with the efforts and project goals of Working Group A. One way this process could be divided up over the coming months is to focus on visiting businesses on Pine in January, Promenade in February and refocus how these reporting efforts went after that time. Kotei advised that it would be best to be communicative about the project with the businesses during these visits to avoid any miscommunications that could arise from interactions that resemble a secret shopper situation. These visits should be a formal introduction to the canvassing efforts that will take place over the coming months. The businesses should also be visited at different times of the day to gather more complete information about how their business changes at different times.
- The group also spent a brief period discussing the businesses to visit within the Pine & Promenade area. Andrews will gather and share this information with the committee.

5. Staff Report

- Upcoming Events
- Social Media, Digital Marketing & Communications Analytics
- Update on Ongoing Marketing & Communications Campaigns

- Morris briefly updated the committee on several analytics reports, campaigns, and other events/happenings for committee members to be aware of during the holiday season. This report was shortened on account of so few members being present, but will be made available in subsequent meetings.

6. Old Business

7. New Business

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

9. Adjournment

Adjourned at 4:56pm

NEXT MARKETING & COMMUNICATIONS COMMITTEE MEETING:

Wednesday, January 3, 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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