

Marketing & Communications Committee Meeting

April 4, 2022

DLBA Zoom Conference Room



DOWNTOWN
LONG BEACH
ALLIANCE

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

Chairperson Monica Calls Meeting to Order

Taking Attendance:

Roll Call: Monica Garrett, Cameron Andrews, Amy Chambers, Shawna Epps, Sal Flores, Ryan La Rosa, Aimee Mandala, Vanessa Nunez, Michael Vitug

2. Minutes

Action: Approve minutes from February 7, 2021 meeting

Roll Call: Monica Garrett, Cameron Andrews, Amy Chambers, Shawna Epps, Sal Flores, Ryan La Rosa, Aimee Mandala, Vanessa Nunez, Michael Vitug

3. Chairperson's Report

Monica Garrett, Chair

PBID Brainstorming Session

- **PBID Campaign Update from Austin Metoyer,
DLBA Economic Development & Policy Manager**
- **Review of PBID MarCom Plan (Jan-June)**
- **Overview of campaign materials**
- **4 Questions**

Question #1

- **How can DLBA effectively reinforce the value of the PBID and its renewal for the next 10 years?**

Question #2

- **How can we support the PBID campaign through the Ballot Phase?**
 - E-mail, Print, Digital, Web, Video, Photography?

Question #3

- **What ideas do you have to effectively tell PBID success stories?**

Question #4

- **Any ideas or concepts for social media that could effectively reach commercial or residential property owners?**

4. Staff Update

Michael Berman

DLBA Communications Manager

4A. Social Media, Digital Marketing & Communications Analytics

Analytics Overview

Media Coverage March 1- 31, 2022

- **Downtown Long Beach: 315** articles (Down 8% from last month; 5% neg)
- 750M in potential reach; \$7M in ad equivalency
- **DLBA: 5** articles (Celebrate Downtown Event)
- 61M potential reach; \$72K in ad equivalency

Newsletter Performance

- **March Downtown Scene:** Open Rate **28.4%**, Click Rate **3.7%**.
 Past Year: Open Rate **12.4%**, Click Rate **1.2%**
- **PBID Newsletter:** Open Rate **60%**
- **Business Resource Newsletter:** March Avg. Open Rate **39.7%**, Click Rate **3.9%**
- **Stay Informed DTLB Advisories:** Open Rate **51.4%**, Click Rate **3.2%**

5. Old Business
6. New Business
7. Public Comment
8. Adjournment