



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 AGENDA

January 3, 2023

4:00 PM

DLBA Conference Room

100 W Broadway, Suite 120

Long Beach, CA 90802

1. Call to Order – Ashley Chiddick, Chair
2. **ACTION: Approval of Minutes from [November 7, 2023](#) and review [December 6, 2023](#) Notes.**
3. Staff Report 10 Minutes
 - a. Upcoming Events
 - b. Social Media, Digital Marketing & Communications Analytics
 - c. Update on Ongoing Marketing & Communications Campaigns
4. Break Out Sessions 30 Minutes
 - a. Group A to create list of NP businesses to highlight
 - b. Group B to continue discussing outreach plan
5. Committee Projects Discussion 10 Minutes
 - a. Group A Updates & Needs (Melissa Urena)
 - b. Group B Updates & Needs (Cameron or Ashley)
6. Group Discussion 5 Minutes
 - a. February Committee Meeting
 - i. Suggested date: Thurs, Feb 8 at 4PM
7. Old Business
8. New Business
9. Public Comment (three minutes on all non-agenda items)
10. Adjournment

NEXT MARKETING & COMMUNICATIONS COMMITTEE MEETING:

February TBD, 2024 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. 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.

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