



**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

100 West Broadway, Ste 120  
Long Beach, CA 90802  
T: 562.436.4259

# MARKETING & COMMUNICATIONS COMMITTEE NOTES

January 3, 2023  
4:00 PM

## DLBA Conference Room

100 W Broadway, Suite 120  
Long Beach, CA 90802

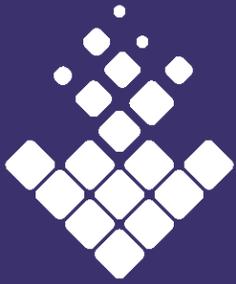
**Voting Present:** Ashley Chiddick, Melissa Urena, Patrick Michel, Ryan La Rosa.

**Voting Absent:** Cameron Andrews, Amlin Kotei, Samantha Mehlinger, Nathan Lasker, Claudia Ayala.

**DLBA Staff:** Stew Stephens, Amanda Barrera.

**Guests:** None.

1. Call to Order – Ashley Chiddick, Chair.  
[Meeting Presentation](#). Called to Order 4:05 PM.
2. **ACTION: Approval of Minutes from [November 7, 2023](#); review Notes from [December 6, 2023](#) Marketing & Communications Committee Meetings.**  
**VOTE: No Quorum. No Vote.**  
**MOTION: Action Moved to following month's committee meeting.**
3. Staff Report
  - a. Upcoming Events
  - b. Social Media, Digital Marketing & Communications Analytics
  - c. Update on Ongoing Marketing & Communications Campaigns
  - Barrera offered an update on upcoming events for the committee to be aware of, including a need for additional social media posts on the upcoming ArtWalk. Another important upcoming event is the DLBA's second Date Night on Pine for Valentine's Day in conjunction with the City and the Mayor's office. Barrera explained the Economic Development education series for small/new businesses and highlighted lots of other Economic Development related events, mixers, and the like.
  - Barrera revealed some of the statistics and analytics from recent social media coverage with key points on Shop Small's success, the holiday storefront decorating contest (a great success for the community), the Christmas Tree Lighting, and the very-well received NYE Fireworks show, which all had lots of social media collaboration. There was a large increase in DLBA Instagram followers (over 1000), with Facebook/LinkedIn remaining steady, and Twitter numbers down from previous data pulls.
  - Barrera also gave a review of the Downtown Scene which focused on DT holiday drinks & mocktails, Self-care 2024, Savor the City, and other ad pushes. The Unfiltered Finalists were announced and their awards distributed.
4. Break Out Sessions
  - a. Group A to create list of NP businesses to highlight
  - b. Group B to continue discussing outreach plan
  - Stephens updated the group about what progress was discussed in the previous month's list for Group B's neighborhood strategy. After reviewing, Chiddick recommended adding residential organizations and associations. La Rosa recommends collaborating with Justine and the Special Events team for



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introductions to businesses. Urena recommended creating a unifying message to introduce the Reels (to be utilized on each Reel). In the past, Urena pulled the language from previous briefings to create Reel scripts. Urena's subcommittee is looking for interesting ways to characterize/narrativize these areas of North Pine. La Rosa & Urena remarked on the groups they reached out to wanting more advertising and social media exposure regarding available parking in the area as well as emphasizing the uniqueness/independence of those businesses. There is also a need to highlight the availability of Safety Ambassadors as helpful in providing navigational assistance and the safety escort service.

5. Committee Projects Discussion
  - a. Group A Updates & Needs (Melissa Urena)
  - b. Group B Updates & Needs (Cameron or Ashley)
  - The committee discussed creating a call-to-action or a giveaway that reflects the businesses' preferences for marketing pushes. As the group continued to review and list businesses in the North Pine area, Stephens also recommended the group include Pine Animal Hospital. Urena outlined the creation of schedules for Reel filming, editing, etc. The brief was helpful in intention-setting and guiding the primary question: what is the brand of North Pine?
6. Group Discussion
  - a. February Committee Meeting
    - i. Suggested date: Thurs, Feb 8 at 4PM
    - The group agreed on the new meeting date/time for February's meeting.
7. Old Business
8. New Business
9. Public Comment (three minutes on all non-agenda items)
10. Adjournment  
Adjourned 4:58 PM.

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

**February 8, 2024 4:00 PM**

**4:00 PM**

**Location: DLBA Conference Room (100 W Broadway, Suite 235)**

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

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