



## 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  
Marketing &  
Communications 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 AGENDA

Thursday, February 8, 2024  
4:00 PM

### DLBA Conference Room

100 W Broadway, Suite 235  
Long Beach, CA 90802

1. Call to Order – Ashley Chiddick, Chair
2. **ACTION:** Approval of Minutes from [November 7, 2023](#); review of Notes from [December 6, 2023](#) and [January 3, 2024](#) Committee Meetings.
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 continue work on North Pine Reel project
  - b. Group B to continue discussing outreach plan for Pine & Prom businesses
5. FY23/24 Committee Projects Discussion 10 Minutes
  - a. Group A Updates & Needs (Melissa Urena)
  - b. Group B Updates & Needs (Ashley Chiddick)
6. Old Business
7. New Business
8. Public Comment (three minutes on all non-agenda items)
9. Adjournment

### NEXT MARKING & COMMUNICATIONS COMMITTEE MEETING:

Wednesday, March 6, 2024

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*

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](mailto: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.