



**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 MINUTES

Thursday, February 8, 2024
4:00 PM

DLBA Conference Room

100 W Broadway, Suite 235
Long Beach, CA 90802

Voting Present: Ashley Chiddick, Samantha Mehlinger, Melissa Urena, Patrick Michel, Claudia Ayala, Ryan La Rosa.

Voting Absent: Cameron Andrews, Amlin Kotei, Nathan Laskar

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

Guests: None.

1. Call to Order – Ashley Chiddick, Chair
[Meeting Presentation](#). Called to order at 4:01 PM.
2. **ACTION: Approval of Minutes from [November 7, 2023](#); review of Notes from [December 6, 2023](#) and [January 3, 2024](#) Committee Meetings.**
VOTE: 1st: Mehlinger; 2nd: Chiddick.
MOTION: None opposed. No abstentions. Motion Passes.
3. Staff Report
 - a. Upcoming Events
 - b. Social Media, Digital Marketing & Communications Analytics
 - c. Update on Ongoing Marketing & Communications Campaigns
 - Morris provided updates regarding some upcoming events including the Economic Development Education Series, Mardi Gras at Shoreline Village, Cali Vibes at Marina Green Park, Mug-to-Mug at Work Evolution, Date Night on Pine, DTLB Food Series Workshop #1 at Studio 1:11, Community Events Microgrant Deadline. Ahumada brought up that the Spirit of Downtown awards nominations will be getting sent out soon, so the committee should try to think of people who are well-deserving to nominate.
 - Morris provided an analytics overview of recent media coverage. Some of the numbers reflected significant increases in social media engagement over the holidays, thanks to the NYE fireworks show, while others were not as advanced or properly reflective of the accurate engagement, because of data reporting issues (specifically with Sprout). The DLBA started a Threads account which has contributed to the positive trends in Instagram engagement. Morris informed the group that the Mochi's Corner updates have been getting a lot of bot subscribers, so that has also affected accurate reporting.
 - Morris reviewed the aims of the DT Scene Newsletter over recent months. Morris also informed the committee about Valentines Days Events & Specials coming to downtown for the holiday, which includes at least 22 various items. Regarding giveaways, Morris also discussed that the Illuminate DT gift card rewards are being posted with good social media engagement. Date Night and the Community Events Microgrants are receiving ongoing social media engagement. Morris also discussed the signal pole wraps for LB Blvd. which will include a QR code to the DLBA website with navigation, local information, and Clean & Safe services.



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

4. Break Out Sessions
 - a. Group A to continue work on North Pine Reel project
 - b. Group B to continue discussing outreach plan for Pine & Prom businesses
 - The working groups split into 30min. Break-out sessions to work on their specific projects.
5. FY23/24 Committee Projects Discussion
 - a. Group A Updates & Needs (Melissa Urena)
 - b. Group B Updates & Needs (Ashley Chiddick)
 - Break-out session report: For Group A, Urena informed everyone that the group had a small change for their timing in Reel filming, but have informed the businesses and are awaiting confirmation that the new times will work. They still have not come up with a North Pine slogan, to provide a cohesive narrative for the marketing efforts in that area. Urena, Michel, and Mehlinger will each visit different businesses, for all of which Morris has the list.
 - For Group B, Chiddick discussed that the group will send an email to each business on the prospective list. They are also planning to hold a stakeholder meeting (probably on a Wednesday) to gather everyone in discussion, and provide information. This correspondence should come from the DLBA committee and group members will link with Justine Nevarez for introductions and connections. Group B may decide to hold this meeting at Altar Society to accommodate a large group, though a location in North Pine would be preferable.
6. Old Business
7. New Business
 - The committee discussed the need to replace one of its absent members, who has missed all meetings in the fiscal year thus far due to moving out of town. Morris/Ahumada requested that committee members put some feelers out and they will discuss the absent seat in future Governance committee meetings.
 - The group briefly mentioned a desire to meet for a happy hour somewhere after each committee session, which all members agreed would be beneficial.
8. Public Comment (three minutes on all non-agenda items)
9. Adjournment
Adjourned at 5:00 PM

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. 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.

DOWNTOWNLONGBEACH.ORG