



**DOWNTOWN
LONG BEACH
ALLIANCE**

MEMBERS

Ashley Chiddick, Chair

Cameron Andrews, V. Chair

Claudia Ayala

Ryan La Rosa

Samantha Mehlinger

Patrick Michel

Melissa Urena

Amlin Kotei

STAFF:

Asia Morris
Marketing &
Communications Manager

Amanda Barrera
Digital Media Coordinator

Stew Stephens
Programming Assistant

James Ahumada
Sr. Vice President & Deputy
CEO

MARKETING & COMMUNICATIONS COMMITTEE AGENDA

**Wednesday, April 3, 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 [February 8, 2024](#) Marketing & Communications Committee Meeting.**
3. Staff Report 20 Minutes
 - a. Upcoming Events
 - b. Social Media, Digital Marketing & Communications Analytics
 - c. Update on Ongoing Marketing & Communications Campaigns
 - i. Opposite of Ordinary Campaign
4. Break Out Sessions 25 Minutes
 - a. Group A to continue work on North Pine Reel Project
 - b. Group B to continue work on Pine & Promenade project
5. 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 MARKETING & COMMUNICATIONS COMMITTEE MEETING:

Wednesday, May 1, 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.