



**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

James Tir

STAFF:

Asia Morris
Marketing &
Communications Manager

Amanda Barrera
Digital Media Coordinator

Stew Stephens
Programming Assistant

James Ahumada
Sr. Vice President & Deputy
CEO

100 West Broadway, Ste 235
Long Beach, CA 90802
T: 562.436.4259

MARKETING & COMMUNICATIONS COMMITTEE MINUTES

Wednesday, April 3, 2024
4:00 PM

DTLB Alliance Conference Room

100 W Broadway, Suite 235
Long Beach, CA 90802

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

Voting Absent: Cameron Andrews, Amlin Kotei, Melissa Urena.

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

Guests: None.

1. Call to Order – Ashley Chiddick, Chair
[Meeting Presentation](#). Called to Order 4:05 PM.
2. **ACTION: Approval of Minutes from [February 8, 2024 Marketing & Communications Committee Meeting](#).**
VOTE: 1st: La Rosa; 2nd: Mehlinger.
MOTION: None Opposed. No Abstentions. Motion Passes.
 - The committee welcomed a new member, James Tir, who introduced himself as a LB food reviewer and social media influencer with over 70K followers (1 in 14 LB Instagram followers). The others in the committee introduced themselves to James and welcomed him to the group.
3. Staff Report
 - a. Upcoming Events
 - b. Social Media, Digital Marketing & Communications Analytics
 - c. Update on Ongoing Marketing & Communications Campaigns
 - i. Opposite of Ordinary Campaign
 - Morris provided an update on upcoming events in April. She invited all the committee members to participate and join these events and to post and share media materials at various DTLB events. Morris also invited members to recommend potential board applicants as that process will be closing at the end of April and there are some board vacancies in need of business and property owners, residents, community organizers, and advocates of DTLB. The application info is available on the DTLB Alliance website.
 - Morris and Barrera also provided a review of the social media analytics over the past month, with posts related to Black History Month boosting platform presence and attention. The juvenile incident that occurred at the Pike also contributed to media impressions, as the Alliance (with the Clean & Safe Team) coordinated quickly with the City of LB, the LBPD, and the Pike security team to inform DTLB residents and business owners of the situation and provide an official statement regarding the issue. Barrera also updated the committee on the remaining social media impacts and the growth statistics over the past 2 months, which represent steady engagement and a steady increase in followers.
 - Morris updated the group on the DT Scene articles and listicles highlighting several featured stories. There has been a positive reception of the ‘Women in Leadership’ article as well as the couples’ advice piece. March featured some updates to the list of new and changing businesses in DTLB. Morris also highlighted the Economic Development Program’s successful education and networking events, which seek to



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assist new and fledgling businesses by connecting them with seasoned business advisors and other local networks, and which are generally attended at capacity. The DTLB Alliance is happy to see the success of that series and want to continue marketing the upcoming events related to that. Morris updated the group on the success of Date Night on Pine: people really seemed to enjoy themselves, the ambiance of the opened Pine corridor, and the mingling aspect (with the wristband relationship status indicators) was a hit. Morris informed the committee about the upcoming DTLB Art Walk: Celebrate Downtown Edition with a preview of the graphic for the event and told the committee that promotions for the event were already underway and would be ramped up until the event on 4/13. There was also an update regarding the Community Events Microgrant Program applicants and weekly Instagram reels on Lincoln Park events which have contributed to an increase in social media engagement. Morris commended the work of Group A, on the East Village Reel project, as the last video of the campaign was posted in March.

- La Rosa of Commune Communications gave the committee a visually stunning presentation on a new DTLB Alliance marketing campaign titled 'Opposite of Ordinary.' The new campaign aims to provide a visual aesthetic of DTLB Alliance marketing materials and develop new branding efforts. La Rosa spoke on creating a campaign that speaks to the robust local tourist economy of the diverse visitors of DTLB while also defining the local style and image of the city's residents. This campaign is DTLB-specific to fit within the needs of the BID and hopes to test the viability of the campaign with target audiences. The research approach provided by Commune resulted in a strategic insight: "DTLB is an urban oasis hiding in plain sight." The Opposite of Ordinary campaign is designed to represent some of the complimentary dichotomies of DTLB life, utilizing juxtaposition as an important tool for presenting the various faces or sides of the quintessential DTLB experience, while leaving room for further concepts to encapsulate Long Beach. This campaign is very specific to DTLB and will be visible on local street pole banners, online, and in other Alliance marketing materials. This punchy and collaborative marketing effort between the DTLB Alliance and Commune is intended to provide a street-level branding update for the Downtown area that unifies a broad range of experiences and perspectives. As an additional marketing component, this effort may include creating sellable DTLB Alliance merchandise such as stickers, t-shirts, hats, and the like, with Opposite of Ordinary messaging in various styles to allow for further promotion and dissemination of the rebranded aesthetic. These eye-popping media opportunities help redefine the DTLB BID and Alliance brand to unify the area and Morris confirmed is very close to launching officially. The Opposite of Ordinary campaign will replace the now-several-years-old 'One Downtown' campaign. La Rosa also spoke on how exciting this project was for his team at Commune to create, and appreciates the fresh take it brings. The committee mirrored this appreciation with positive impressions all around.

4. Break Out Sessions

- a. Group A to continue work on North Pine Reel Project
 - b. Group B to continue work on Pine & Promenade project
- The groups split for brief breakout sessions to continue to strategize on their projects and progress the planning of their project milestones, considering that we are about halfway through the fiscal year.



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5. Committee Projects Discussion
 - a. Group A Updates & Needs (Melissa Urena)
 - b. Group B Updates & Needs (Ashley Chiddick)
 - Upon returning from the breakout sessions, Group A, represented by Urena, discussed a comprehensive list of business to reach out to in the coming months. She also relayed a question from Group A: is there a specific kind of reel format the group should consider as they continue promoting the East Village through Instagram Reels, and short-form video formats. Morris responded by saying that there is no limitation on the Reel format, and that they may each have a different style from Reel to Reel to express promotions in a variety of ways and to cover a wider prospective audience (interviews, voice-overs, POV, etc.). She did mention that it would be helpful if the group could edit their own Reels, so the Alliance's marketing team can post soon after each video is received.
 - Group B has pushed their timeline for meeting with Pine & Promenade residents, business owners, and advocates to sometime in the beginning of May at Altar Society. This will be a community meeting for business stakeholders and associations. The group informed the committee that Andrews has many of these stakeholder groups and residential associations listed for the Pine & Promenade area, but more are needed to make the event as valuable as possible in directing the group's research.
6. Old Business
 7. New Business
 8. Public Comment (three minutes on all non-agenda items)
 9. Adjournment
Adjourned at 5:06 PM.

NEXT MARKETING & COMMUNICATIONS COMMITTEE MEETING:

Wednesday, May 1, 2024

4:00 PM

Location: DTLB Alliance 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 DTLB Alliance 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.