



**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, May 1, 2024
4:00 PM

DTLB Alliance Conference Room

100 W Broadway, Suite 235
Long Beach, CA 90802

Voting Present: Melissa Urena, Patrick Michel, James Tir, Claudia Ayala, Ryan La Rosa.

Voting Absent: Ashley Chiddick, Cameron Andrews, Amlin Kotei, Samantha Mehlinger.

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

Guests: None.

1. Call to Order – Asia Morris, Program Manager
Meeting Presentation. Called to order 4:05 PM.
2. **ACTION: Approval of Minutes from [April 3, 2024 Marketing & Communications Committee Meeting](#).**
VOTE: 1st: La Rosa; 2nd: Urena.
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
 - (3a.) Morris gave many updates on upcoming events for May (Bike Month). This is an especially busy month for the Placemaking department, which has worked closely with several local cycling organizations and the Friends of Lincoln Park to create weekly programming opportunities focused on cycling, group ride mural tours, bike giveaways, and Bike to Work Day promotions. The marketing department will be helping market and promote each of these events. There was also a focus on Sip, Shop, & Stroll and the Community Budget Forum. It is important that Marketing Committee members show up for the latter, as their input will aid the allocation of the department's funds for the coming fiscal year.
 - (3b.) Morris provided updates regarding the social media analytics from the past month. Downtown saw great coverage of the Grand Prix, which is one of the city's largest annual events and resulted in lots of mentions of DTLB on various platforms. The Alliance's use of these platforms all saw steady increases in engagement over the course of the month. DTLB Art Walk: Celebrate Downtown Edition was also a great success, was well attended, and included good social media engagement despite poor weather conditions. Barrera also provided the social media statistics from the past month, which showed lots of increases, especially to the Alliance's Threads account. Threads is a newer platform and the Alliance account even newer, but the growth shows good trends in engagement across the board except for the X (formerly Twitter) platform.
 - (3c.) Morris updated the group on the Downtown Scene Newsletter. The Newsletter has been supporting DTLB businesses and ways for Grand Prix attendees to check out while they're in Downtown. The coming Newsletter will also help promote Sip, Shop, & Stroll, and Bike Month activities, the graphics/logos/Reels of which Morris showed to the committee. The group also

DOWNTOWNLONGBEACH.ORG



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

covered some recent Gift Card Giveaways & other Lincoln Park events including Yoga, Bollywood Dancing, free Dog Training classes, weekly movies in the park, and monthly kickboxing classes. Another ongoing marketing campaign revolves around the Public Safety Committee's Fresh Start Program which has collection boxes placed at businesses, apartment buildings, and other venues around the DT area, collecting hygiene items for the unhoused and at-risk populations. Morris asked the committee members to consider and update her with any additional locations that might garner more donations. Finally, Morris addressed the Midyear Update, mentioning its usefulness in reviewing Alliance progress and accomplishments throughout the FY23-24.

4. Budget FY24/25 Discussion

- (4.) Morris spoke further about the Community Budget Forum and asked for any input from the committee members, reviewing what some of the previous ideas were. Tir recommended that once the Promenade construction is complete, the committee should find ways to boost promotions to the new businesses on that strip, asking if we might be able to preempt these new openings with a marketing campaign focused on new Promenade business. La Rosa mentioned an unfortunate trend he has noticed where DT businesses don't often talk to one another and suggested a promotional campaign (or funding) intended to empower businesses to cross-promote, communicate, and get to know one another and develop the overall DT community. One solution to this issue La Rosa proposed was creating tangible branding efforts or promo info that covers specials and promotions or a kind of passport patrons could purchase at each business that wants to be included (charging around \$6 for access to a wider variety of deals, promotions, or benefits). Morris informed the committee that we do have something like available already, but it needs to be promoted further, and expanded to more businesses. La Rosa also recommended we devote more of the department's funding towards marketing DTLB to regional markets outside of LB. This might include more money towards advertising (on tv, radio, internet, and news orgs in neighboring cities and counties, if not even nationally or internationally to promote widespread tourism to the area). La Rosa asked how the change from the organization's shorthand as DLBA to DTLB Alliance was received. Morris/Ahumada responded by stating that there wasn't a lot of pushback to the changes yet, and reception has been good.

5. Break Out Sessions

- a. Group A to continue work on North Pine Reel Project
 - b. Group B to continue work on Pine & Promenade Project
- (5a-b.) The groups dispersed for 15-25 minutes to discuss their specific projects, timelines, and progress.

6. Committee Projects Discussion

- a. Group A Updates & Needs (Melissa Urena)
 - b. Group B Updates & Needs (Ashley Chiddick)
- (6a-b.) Upon returning, Urena provided updates for Group A, stating that the presence and expertise of James Tir (a well-followed social media influencer) has allowed them to progress the work of their Reels, which have been shared with the full group and are now just awaiting edits. Group A will meet at the end of May to



**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

finalize their projects and seems on track or ahead of the projected timeline for the completion of the primary milestones. They will also follow up with the other businesses the Reels are intended to promote and get the ball rolling on the next steps. La Rosa spoke on behalf of Group B, which stated that they are looking at the end of May to finalize their own project milestones. The full list of businesses will be getting finalized to hold the community meeting sometime in June with a full briefing for the committee's involvement with that project.

7. Old Business
8. New Business
9. Public Comment (three minutes on all non-agenda items)
10. Adjournment
Adjourned 5:00 PM.

NEXT MARKETING & COMMUNICATIONS COMMITTEE MEETING:

Wednesday, June 5, 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.

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

DOWNTOWNLONGBEACH.ORG