MARKETING & COMMUNICATIONS COMMITTEE MINUTES  
Wednesday, June 5, 2024  
4:00 PM

DTLB Alliance Conference Room  
100 W Broadway, Suite 235  
Long Beach, CA 90802

Voting Present: Ashley Chiddick (Chair), Amlin Kotei, Samantha Mehlinger, Patrick Michel, James Tir.  
Voting Absent: Cameron Andrews (V. Chair), Melissa Urena, Claudia Ayala, Ryan La Rosa.  
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 May 1, 2024 Marketing & Communications Committee Meeting.  
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

• (3a.) Morris provided some updates on upcoming programs and events including the following week’s Taste of Downtown: Pine & Promenade. This will be a big event for Downtown and for the Alliance, with food and beverage options along the Pine & Promenade corridors, as well as a Roller Disco at Mosaic. The Economic Development committee will be hosting several events: Link & Learn at Naree Thai on June 12th at 5:30-7PM; Mug to Mug at PaniQ Room on June 18th; and the DTLB Food Series at the Hubb on June 26th. Other upcoming events in the downtown area include Juneteenth at Rainbow Lagoon on June 15th, Day Trip Festival on June 22nd, the ORCA Mixer at Gaucho Beach on June 24th, and Long Beach Walls on June 22-30th.

• (3b.) Barrera provided some updates to the committee regarding social media analytics. Morris provided media analytics, as well, with DTLB having over 370 media mentions in the past month, with great coverage of the Pride event. It was a good month for the Alliance’s social media presence and overall impressions. Stats were also provided on the increases in the Alliance’s Instagram, LinkedIn, and Threads platforms. These have seen steady overall increases. Morris also reported good media coverage of Taste of Downtown: Sip, Shop, and Stroll, which took place on May 11.

• (3c.) The DT Scene Newsletter featured lots of listicles, updates, and other features, gearing up for summer. One list featured queer-owned and operated businesses in celebration of Pride Month. Morris also provided updates on the department’s recent and upcoming marketing campaigns. She updated the committee on the upcoming Taste promos and color schematic for the event’s
4. Budget FY24/25 Discussion
   a. Community Budget Forum Recap
      • (4.) Morris provided updates on the feedback that was received at the Community Budget Forum through prompts given to attendees of that event. Some of the responses to these prompts provided the following suggestions: the committee and department should find more ways to promote DTLB content to seniors through email and in-person outreach; we should strategize more story ideas for the Alliance social media platforms and Downtown Scene Newsletter; and incorporate student writers from Long Beach City College and Cal State University Long Beach. Another suggestion offered that there should be a more publicized judging day for Illuminate Downtown, opening the event to more community involvement. This could also include more info in the Shop Small Guide. One last piece of feedback recommended marketing the various Downtown volunteer opportunities for those interested. Morris also opened the floor for further feedback or recommendations from the present committee members. Mehlinger recommended providing funding towards advertising, as has been brought forward in the past. This advancement to advertising could use targeted ads (as the Grunion Gazette’s targeted digital ads and resources might provide). The goal would be for our advertising efforts to have wider access and influence by merging with a more advanced promotional agency. Morris agreed and mentioned that the Alliance will be looking into it further for the Opposite of Ordinary campaign.

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 committee split into its working groups for around 20 minutes to give each group opportunities to strategize their projects. Upon returning, the group discussed project ideas that were discussed in the May committee meeting.

6. Committee Projects Discussion
   a. Group A Updates & Needs
   b. Group B Updates & Needs
   • (6a.) Group A met and Michel and Tir spoke about their progress to the group project. They went to The 4th Horseman, Mabels, Saints & Sinners, and are waiting to hear back from the businesses about plans to create promotional Reels. Michel provided access to the Reels he had been working on, and will be looking at the others needing review or planning. He suggested promoting a local hardware store with a more comedic approach for the Reel.
• (6b.) Group B discussed their progress with the Pine/Promenade promotional meeting project. A new date has been chosen for June 26th or 27th at Altar Society for the community forum. Overall, this feedback session should have a more casual, less formal atmosphere for participants.

7. Old Business
8. New Business
9. Public Comment (three minutes on all non-agenda items)

10. Adjournment
    Adjourned at 5:00 PM.

NEXT MARKETING & COMMUNICATIONS COMMITTEE MEETING:

Wednesday, July 10, 2024

4:00 PM
Location: WeWork Boardroom, 5F, 5th Floor, East Wing, 100 W Broadway

Mission: Cultivate, preserve, and promote a healthy, safe and prosperous Downtown for all

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