



**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 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: 1<sup>st</sup>: Mehlinger; 2<sup>nd</sup>: 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 12<sup>th</sup> at 5:30-7PM; Mug to Mug at PaniQ Room on June 18<sup>th</sup>; and the DTLB Food Series at the Hubb on June 26<sup>th</sup>. Other upcoming events in the downtown area include Juneteenth at Rainbow Lagoon on June 15<sup>th</sup>, Day Trip Festival on June 22<sup>nd</sup>, the ORCA Mixer at Gaucho Beach on June 24<sup>th</sup>, and Long Beach Walls on June 22-30<sup>th</sup>.
  - (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



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15<sup>th</sup> anniversary. There has also been a lot of promotion on the Bike Giveaway as well as the Wildflower Beauty + Brows feature and the Movies at the Park promotions. Lincoln Park has a lot of events to be featured and promoted including several Lincoln Park Activations, and the recent Cleanup put on by the Alliance Placemaking department and CarLite. Morris also discussed promotions for the Operations Department's Fresh Start Program. They will be marketing the donation locations, creating Reels, and featuring reels that include the countdown to the final pickups of donated items by Robb Smith, which will be taking place soon. Morris also provided a brief review of some of the events that took place and were promoted during Bike Month (May 2024).

#### 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 4<sup>th</sup> 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.



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- (6b.) Group B discussed their progress with the Pine/Promenade promotional meeting project. A new date has been chosen for June 26<sup>th</sup> or 27<sup>th</sup> 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, 5<sup>th</sup> Floor, East Wing, 100 W Broadway

***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](mailto: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.