



**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, July 10, 2024  
4:00 PM**

**WeWork Boardroom 5F**  
WeWork Boardroom, 5F, 5<sup>th</sup> Floor, East Wing, 100 W Broadway  
Long Beach, CA 90802

1. Call to Order – Ashley Chiddick, Chair
2. **ACTION: Approval of Minutes from [June 5, 2024 Marketing & Communications Committee Meeting](#).**
3. Staff Report 15 Minutes
  - a. Upcoming Events
  - b. Social Media, Digital Marketing & Communications Analytics
  - c. Update on Ongoing Marketing & Communications Campaigns
4. Fall Campaigns Discussion 10 Minutes
  - a. Unfiltered
  - b. Illuminate Downtown (Shop Small)
5. 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
6. Committee Projects Discussion 10 Minutes
  - a. Group A Updates & Needs
  - b. Group B Updates & Needs
7. Old Business
8. New Business
9. Public Comment (three minutes on all non-agenda items)
10. Adjournment

**NEXT MARKETING & COMMUNICATIONS COMMITTEE MEETING:**  
**Wednesday, August 7, 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](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.