



**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, July 10, 2024
4:00 PM

WeWork Boardroom 5F

WeWork Boardroom, 5F, 5th Floor, East Wing, 100 W Broadway
Long Beach, CA 90802

Voting Present: Ashley Chiddick (Chair), Cameron Andrews (V. Chair), Samantha Mehlinger, Claudia Ayala, Ryan La Rosa

Voting Absent: Amlin Kotei, Melissa Urena, Patrick Michel, James Tir

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

Guests: None

1. Call to Order – Ashley Chiddick, Chair
Meeting Presentation. Called to Order 4:17 PM.
2. **ACTION: Approval of Minutes from June 5, 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 an update on upcoming events, promotions, and marketing campaigns to the committee. This included a review of the many events taking place on July 13 throughout multiple Downtown neighborhoods, during the DTLB Art Walk. Other upcoming events include Bike to Work Day, Disability Pride Festival, and the Taste of Downtown: Waterfront event. Other upcoming events of note in the downtown area include Lincoln Park Events with Mary Zendejas' office to have a Dog Parade, as well as Movies at the Park.
 - (3b.) Barrera and Morris provided updates regarding the social media and digital marketing analytics. Thanks to July 4th fireworks shows, Olympics updates, Day Trip Festival, and LB Walls, Downtown and the Alliance had a lot of mentions on various platforms. The Alliance was also mentioned in a Grunion Gazette article discussing the Pine & Promenade Taste of Downtown event. Overall, we experienced great social media engagement for June with only a slight decrease in our Facebook followers. In addition, the Alliance didn't put out any 'Stay Informed' messages in June.
 - (3c.) Morris informed the committee that all of our social media platforms are now linked to the DTLB Alliance name (in place of the former DLBA shorthand). Morris also covered the Downtown Scene Newsletter analytics, highlighting several of the stories published in June. Staff also discussed recent DTLB Instagram gift card giveaways, and the campaign to assist businesses who were negatively affected by recent broken windows and vandalism. The Opposite of Ordinary campaign has officially launched to good initial reception, as the marketing materials, social media graphics, and street pole banners have garnered interest from businesses who expressed interest in getting involved.



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4. Fall Campaigns Discussion
 - a. Unfiltered
 - b. Illuminate Downtown (Shop Small)
 - (4a.) Morris discussed the past success of the Unfiltered photography competition and proposed continuing the campaign in the future. Ahumada relayed that last year's Unfiltered competition was updated from previous years to reduce the staff effort the campaign requires, by only running the campaign in the month of October. Morris noted the Alliance will continue their partnership with the Arts Council for Long Beach, who provided the judges for the panel that selected the winners and finalists last year. As has been done in the past, these photos are often used throughout the year in various Alliance campaigns including on vacant storefront vinyl wraps, and social media campaigns (the photographers are credited in all instances). This past year, the winners of the 2023 Unfiltered competition were invited to the Holiday Mixer and their work displayed and recognized during the event. Andrews asked if the Alliance could feature a "staff picks" category, which could include a blurb describing why each winner's submission was chosen. Andrews also recommended that we increase exposure by advertising the campaign with the LB Post or other local news outlets. La Rosa supported this suggestion, claiming that he has found that people are generally eager to collaborate and cross-promote. Andrews also recommended creating a category for the photography competition that highlights local businesses. Morris reiterated that one was created last year for this very purpose, called "Shop Small" and that staff plans to keep this category. Ahumada wrapped the discussion by saying that future promotion of the Unfiltered competition will include printed QR code advertisements for businesses to pass out.
 - (4b.) The group also discussed the Illuminate Downtown (part of Shop Small) storefront holiday lighting competition. This was modeled after other cities' campaigns, combining with Shop Small to create a festive holiday atmosphere. Last year, several businesses participated (with The Ordinarie acting as one of the judges), but the Alliance is hopeful for more in the future. La Rosa asked if Illuminate DT was a brandable campaign or if it was of benefit to the DTLB Alliance? Andrews noted that it seemed a great way to improve local activations and the visual branding of Downtown. Morris invited the committee members to provide further feedback in the coming months in preparation for the campaign running from November to early January.
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.) Group A members were not present, so their review of the project was pushed to next time.
 - (5b.) La Rosa and other Group A members discussed the Pine & Promenade Forum and provided Feedback about holding similar meetings in the future. There were not a lot of attendees, but those present were a diverse representation of the Pine & Promenade business community, and were active and vocal about their marketing needs. The emphasis for businesses in this area is that Pine & Promenade is the central and walkable area of Downtown and that fact needs to be branded and widely promoted (including the availability of free 2-hour parking nearby, which many are unaware of). The group also identified that businesses in the area want to highlight the many group runs and bike rides that pass through the area. Some second-floor businesses on Pine & Promenade, such as Raven & the Wolves, are looking to increase visitors as they tend to have less visibility than ground-floor businesses. This should



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also be highlighted in future marketing campaigns. Group B will compile these responses into a brief, which will inform the creation of videos and social media posts for the FY24-25.

6. Committee Projects Discussion
 - a. Group A Updates & Needs
 - b. Group B Updates & Needs
7. Old Business
8. New Business
 - The group is very glad to have Cameron back!
9. Public Comment (three minutes on all non-agenda items)
10. Adjournment
Adjourned at 5:03 PM.

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***

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