



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

### MEMBERS

Chair: Cameron Andrews

Vice Chair: TBD

Claudia Ayala

Ashley Chiddick

Ryan La Rosa

Nathan Lasker

Samantha Mehlinger

Patrick Michel

Melissa Urena

Michael Vitug

### STAFF:

Amanda Barrera,  
Administrative Assistant

Asia Morris  
Communications &  
Marketing Manager

James Ahumada  
Sr. Vice President &  
Deputy CEO

## MARKETING & COMMUNICATIONS COMMITTEE MINUTES

Tuesday, August 1, 2023  
4:00 PM

**DLBA Conference Room**  
100 W Broadway, Suite 120  
Long Beach, CA 90802

**Voting Present:** Cameron Andrews, Claudia Ayala, Ryan La Rosa, Nathan Lasker, Samantha Mehlinger, Patrick Michel, Melissa Urena

**Voting Absent:** Ashley Chiddick, Michael Vitug

**DLBA Staff:** Amanda Barrera, Asia Morris, James Ahumada

1. Call to Order – Cameron Andrews  
[Meeting Presentation](#). Call to order: 4:03PM
2. **ACTION ITEM: Approval of Minutes from [July 11, 2023 Meeting](#).**  
**MOTION: 1<sup>st</sup>: La Rosa; 2<sup>nd</sup>: Urena.**  
**VOTE:** None opposed. No abstentions. Motion Passes.
3. Working Group Break Out Sessions
  - A. Melissa Urena (East Village Neighborhood Project)
    - Morris refocused the goal for this Neighborhood Project on spreading awareness and promoting this area.
  - B. Ryan La Rosa (North Pine Neighborhood Project)
    - Ahumada remarked that these two neighborhoods could benefit from further promotion & more foot-traffic for less-seen neighborhoods.
4. Group Discussion
  - A. Marketing & Communications Committee Visioning
    - i. Discuss next steps for current committee
      - Discussing potential chairs/vice-chairs internally Aug. 17<sup>th</sup>.
    - ii. Brainstorm projects for next year
      - Andrews suggested we begin discussing involvement/amplifying downtown for upcoming Olympics 2028.
      - La Rosa Remarked on the positive benefits & utility of the group break-out session and focus on specific goals.
5. Staff Report
  - A. Social Media, Digital Marketing & Communications Analytics
    - Morris mentioned that a car chase scene in the Barbie movie was filmed in Long Beach.
    - Morris updated the group on an affordable senior housing article, disability pride event, DLBA mentioned for recent/upcoming activity.
    - Morris provided updates about social media growth on Instagram especially, but also on X, Facebook, etc. in addition to success of several recent reels/videos.
    - Morris: Downtown Scene Newsletter is doing well.
    - Morris updated the group about pole-wraps installed at LB Blvd & 3<sup>rd</sup>, more designs finalizing the maps for LB Blvd & 1<sup>st</sup>.

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- Morris updated the group on upcoming events and successes.
- B. Update on Ongoing Marketing & Communications Campaigns
- The group advised the need for an updated parking map and public transit circuit app within the DLBA online resources (linking other resources like 'Easy Park LB' which have been available in the past).
  - Urena asks about social media post schedule, visibility, and accessing past event photos.
  - Lasker brought up the potential to include LB native Snoop Dogg for celebrity marketing campaigns promoting the downtown area.
6. Old Business
  7. New Business
  8. Public Comment (three minutes on all non-agenda items)
  9. Adjournment  
Adjourned at 5:00PM

### NEXT MARKETING & COMMUNICATIONS COMMITTEE MEETING:

**September 12, 4:00 PM**

Location: DLBA Conference Room (100 W Broadway, Suite 120)

***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 DLBA 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.