



**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

Stewart Stephens  
Programming Assistant

James Ahumada  
Sr. Vice President & Deputy  
CEO

# MARKETING & COMMUNICATIONS COMMITTEE MINUTES

Wednesday, August 7, 2024  
4:00 PM

## DTLB Alliance Conference Room

100 W Broadway, Suite 235  
Long Beach, CA 90802

**Voting Present:** Ashley Chiddick (Chair), Patrick Michel, James Tir, Claudia Ayala, Ryan La Rosa.

**Voting Absent:** Cameron Andrews (V. Chair), Amlin Kotei, Samantha Mehlinger, Melissa Urena.

**Staff:** Asia Morris, Stewart Stephens, James Ahumada.

**Guests:** None.

1. Call to Order – Ashley Chiddick, Chair  
[Meeting Presentation](#). Called to Order 4:02 PM.
2. **ACTION: Approval of Minutes from July 10, 2024 Marketing & Communications Committee Meeting.**  
**VOTE: 1<sup>st</sup> La Rosa; 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 a preview of upcoming events including the Taste of Downtown: Waterfront (8/14-15), Lincoln Park Cleanup (8/10), DTLB Link & Learn (8/14), Brokers By the Beach (8/15), Mug to Mug (8/20), Bike to Work Day (8/20), the Board of Directors meeting (8/21), Summer on Pine (8/24 – 9/7), and the DTLB Food Series (8/28). Morris gave a special focus to the Summer on Pine street closure, which will operate as a temporary pilot program to allow for activations in the area, and provide a walkable corridor in Downtown Long Beach. Ahumada discussed some of these potential activations including a couple of Roller Disco events, as well as events from Hello LB, LB Living Gay Takeover, a Health Fair with the LB Walking Club, and closing with Viva LB (a Latin music Festival). Ahumada also mentioned that the official Alliance press release and promos will go out the week following Taste.
  - (3b-c.) Morris provided the Analytics and Media Coverage from the past month. Some key points bringing coverage and engagement included a promotion for the Queen Mary opening a haunted room. In the past month, there were over 600 new followers to Instagram and 25 to LinkedIn while Facebook and X have had less growth (these are less relevant platforms). There were also steady increases for Mochi's Corner and across all Alliance publications. Morris provided a review of the Downtown Scene Newsletter highlights in July. We will be updating the Newsletter headers to match the Opposite of Ordinary Campaign. The department will be promoting a few features leading up to Taste of Downtown: Waterfront as well as ads with the Long Beach Post and Visit LB. Morris also discussed the DTLB Giveaways for Modica's Ice Cream Social and



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highlighted an upcoming Jazz Festival. The Marketing Department is also promoting the Clean & Safe Team Awareness. These highlights showcased some of the free services including the pressure washing service and graffiti removal. The committee also advised we promote the Clean Team pressure washing service as a sped-up ASMR TikTok series, citing the popularity of these type of satisfying or relaxing niche video series (carpet cleaning, restoration, etc.).

#### 4. Discussion around Olympics 2028

- (4.) Now that the 2024 Summer Olympic Games have wrapped up in Paris, and the torch has officially been passed to Mayor Karen Bass and the city of Los Angeles, the committee discussed how this may affect Long Beach, which will be hosting between 8-15 events in our downtown and across our waterfront. Recently the Alliance executive team met with the LA28 orgs to get a view of what the ramp-up to the Olympics will look like. There will likely be many new construction and placemaking efforts, specifically focused on the 1<sup>st</sup> Street transit gallery and Broadway corridors, which will require large-scale infrastructural updates. There are no other solid plans at this time, but the ramp-up to beautify and improve the Downtown area will include many changes both short and long term. Tir mentioned that we may benefit from a guerilla marketing campaign marketing Long Beach as an “International City,” or culturally diverse travel destination. La Rosa asked what the Alliance’s ideal role would be, to which Ahumada stated we should be highlighting what we do, promoting Downtown as a design district creative economy and as a selling point for the branding efforts, as well as a focus on our central corridor and the various historic corridors. Other committee members recommended partnering with local hotel concierge services to continue to promote downtown businesses and neighborhoods other than the waterfront areas. Other proposed ideas included getting a trolley or shuttle loop that could aid tours, bar crawls, and assist local transit, but these would need a lot of support be implemented in the years prior to the Olympics. La Rosa also mentioned that prospective athletes will likely be starting to move into the area to prepare for 2028 (as has often happened in other cities). Tir wants to continue emphasizing these 2028 LA Olympic strategy sessions for future committee meetings and suggests future Working Group projects focus on Olympic preparations.

#### 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 working groups separated into break-out sessions to discuss their projects.

#### 6. Committee Projects Discussion

- a. Group A Updates & Needs
- b. Group B Updates & Needs
- (6a-b.) Group A discussed their updates and needs, stating that half of the videos have been submitted, while the remaining content has been filmed, but just needs editing at this point. There are still a few more items for the group to film going forward, with a special focus on Downtown parking availability and recommendations. Group B also spoke about their updates and needs, stating that they have completed their prospective for the business area the other group will be focusing on in the coming FY24-25. Nothing major was needed at



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this time. Morris reminded the groups that September will include presentations from each group on their projects and findings.

7. Old Business
8. New Business
9. Public Comment (three minutes on all non-agenda items)
10. Adjournment  
Adjourned 5:02 PM.

**NEXT MARKETING & COMMUNICATIONS COMMITTEE MEETING:**

**Wednesday, September 4, 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.