



**DOWNTOWN
LONG BEACH
ALLIANCE**

MEMBERS

Claudia Ayala, Chair

Samantha Mehlinger, V. Chair

James Tir

Ryan La Rosa

Cameron Andrews

Patrick Michel

Melissa Urena

Ashley Smith

Natalie Leighton

STAFF:

Asia Morris
Marketing &
Communications Manager

Amanda Barrera
Digital Media Coordinator

Kelsey Mader
General Manager

Irene Presentine
Programming
Assistant

James Ahumada
Sr. Vice President & Deputy
CEO

MARKETING & COMMUNICATIONS COMMITTEE MINUTES

Tuesday, November 19, 2024

4:00 PM

DTLB Alliance Conference Room

100 W. Broadway, Suite 235

Long Beach, CA 90802

Present: Samantha Mehlinger, James Tir, Patrick Michel, Cameron Andrews, Ashley Smith

Absent: Claudia Ayala, Melissa Urena, Ryan La Rosa, Natalie Leighton

DTLB Alliance Staff: Asia Morris Amanda Barrera, Kelsey Mader, Irene Presentine, James Ahumada

1. Call to Order – Claudia Ayala, Chair
 - a. Remarks from Chair & Introductions
[Meeting presentation](#). Called to order at 4:02 PM.
2. **ACTION: Approval of [Minutes](#) from September 4, 2024 Marketing & Communications Committee Meeting.**
MOTION: 1st: Tir; 2nd: Smith.
VOTE: None opposed. No abstentions. Motion passes.
3. Staff Report
 - a. Upcoming Events
 - Morris shared updates on upcoming events, including a pre-holiday bar crawl, shop small flash sales, the Illuminate Downtown storefront contest (deadline extended to November 6), and a Downtown Long Beach ornament hunt (Nov 25 - Jan 1).
 - The East Village will host the Ube Makers Mart event on November 30 for Shop Small Saturday, with the Alliance’s holiday hubs set up throughout downtown.
 - A vacant storefront at Loiter Galleries will feature an animation and projection starting November 30, and the Christmas tree lighting is on December 4 at the Terrace Theater Plaza.
 - b. Social Media, Digital Marketing & Communication Analytics
 - Barrera reported slight growth overall, with 120k followers despite a small dip in Facebook.
 - Newsletter open rates remain steady, with the Stay Informed advisory at 52%, covering lane and street closures.
 - c. Social Media, Digital Marketing & Communication Campaign
 - The September Downtown Scene newsletter focused on upcoming events, pre-marathon carbo loading spots, and cozy fall finds in local shops.
 - The October newsletter covered Halloween and downtown events like the Art and Design Walk and Illuminate Downtown. It also highlighted the Clean and Safe Team’s quarterly employee luncheon.
 - Continuous programs for business owners, like the Mug to Mug series, Food Series, and Link and Learn series, were discussed. These provide opportunities for business owners to engage with topics and city officials. Recent promotional content for upcoming events and webinars was also shared.



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4. Committee Projects Overview & Discussion
 - a. Group A: Pine & Promenade Reels
 - Discussion of content creation for Pine and Promenade to engage the public with fresh and relevant media.
 - b. Group B: Waterfront Outreach
 - Review of strategies for conducting outreach to the waterfront area, to be used for future marketing with the goal of increasing engagement with visitors, residents and businesses.
 - c. Group A & B Members
 - Members of Groups A and B were introduced, with a focus on collaboration and their roles in the ongoing projects.
5. Working Group Breakout Sessions
 - a. Group A: Discuss timeline, videos, roles
 - The group discussed the brief provided by Group B who conducted outreach to Pine & Promenade businesses during FY23-24 and how they'd implement this info into future Reels.
 - b. Group B: Discuss timeline, outreach, roles
 - The group discussed outreach to businesses and residents and suggested reaching out to neighborhood groups. Members requested a list of Waterfront businesses from the Alliance to incorporate into their working group session during the next committee meeting.
6. Old Business
7. New Business
8. Public Comment (three minutes on all non-agenda items)
9. Adjournment
Adjourned at 4:54PM.

NEXT MARKETING & COMMUNICATIONS COMMITTEE MEETING:

Wednesday, December 4 at 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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