



**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, September 4, 2024
4:00 PM

DTLB Alliance Conference Room

100 W. Broadway, Suite 235
Long Beach, CA 90802

Voting Present: Ashley Chiddick, Cameron Andrews, Claudia Ayala, Samantha Mehlinger, Patrick Michel, Melissa Urena

Voting Absent: Ryan La Rosa, Amlin Kotei

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

1. Call to Order – Ashley Chiddick, Chair
Called to order at 4:00 PM.
 - a. Remarks from Chair & Introductions
2. **ACTION: Approval of Minutes from August 7, 2024 Marketing & Communications Committee Meeting.**
VOTE: None opposed. No abstentions. Motion passes.
3. Staff Report
 - Asia Morris, Amanda Barrera and James Ahumada provided an update on upcoming events in Downtown, marketing and communications analytics from the previous month, and updated committee members on the department's current campaigns.
 - a. Upcoming Events
 - b. Social Media, Digital Marketing & Communications Analytics
 - c. Update on Ongoing Marketing & Communications Campaigns
4. Committee Projects Presentation
 - Group A lead, Melissa Urena, updated the committee on the progress of the working group's North Pine reels, emphasizing the need to highlight the free parking available in the neighborhood for the remaining videos to be posted. Ashley Chiddick, Claudia Ayala and other members of Group B gave an overview of their findings from their outreach to Pine & Promenade businesses, which will be used to inform the next batch of Instagram Reels about said neighborhood.
 - a. Group A: Findings & Feedback from NP Reels
 - b. Group B: Findings & Feedback from Pine & Prom Outreach
5. Upcoming Projects Discussion for FY24/25
 - The committee discussed continuing their neighborhood marketing projects for FY24/25. Group A will create videos about Downtown's Pine & Promenade neighborhood using the feedback received from Group B's outreach during FY23/24. Group B identified the Waterfront as the next Downtown neighborhood they'd like to conduct outreach for to receive resident and business owner input on what should be featured in the next batch of Instagram Reels.

6. Old Business



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7. New Business
8. Public Comment (three minutes on all non-agenda items)
9. Adjournment
Adjourned at 5:00 PM.

NEXT MARKETING & COMMUNICATIONS COMMITTEE MEETING:

Wednesday, November 6 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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