



**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

100 West Broadway, Ste 120  
Long Beach, CA 90802  
T: 562.436.4259

**MARKETING & COMMUNICATIONS COMMITTEE AGENDA**

**August 1, 2023**

**4:00 PM**

**DLBA Conference Room**

100 W Broadway, Suite 120

Long Beach, CA 90802

1. Call to Order – Cameron Andrews
2. **ACTION ITEM:** Approval of Minutes from [July 11, 2023](#) Meeting.
3. Working Group Break Out Sessions 30 Minutes
  - A. Melissa Urena (East Village Neighborhood Project)
  - B. Ryan La Rosa (North Pine Neighborhood Project)
4. Group Discussion 15 Minutes
  - a. Marketing & Communications Committee Visioning
    - i. Discuss next steps for current committee
    - ii. Brainstorm projects for next year
5. Staff Report 15 Minutes
  - A. Social Media, Digital Marketing & Communications Analytics
  - B. Update on Ongoing Marketing & Communications Campaigns
6. Old Business
7. New Business
8. Public Comment (three minutes on all non-agenda items)
9. Adjournment

**NEXT MARKETING & COMMUNICATIONS COMMITTEE MEETING:**

**September 5, 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



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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.

