



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

**MEMBERS**

Monica Garrett, Chair

Cameron Andrews,  
Vice Chair

Amy Chambers

Shawna Epps

Sal Flores

Ryan La Rosa

Aimee Mandala

Vanessa Nunez

Michael Vitug

**STAFF:**

Amanda Barrera,  
Administrative Assistant

Michael Berman,  
Communications  
Manager

**MARKETING & COMMUNICATIONS COMMITTEE MINUTES**

February 7, 2022

4:30 PM

This meeting is held via Zoom teleconferencing, pursuant to Assembly Bill 361.

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**Meeting ID: 860 2299 5195**

**Passcode: 582438**

**Voting Present:** Monica Garrett, Amy Chambers, Sal Flores, Ryan La Rosa, Aimee Mandala,

**Voting Absent:** Cameron Andrews, Shawna Epps, Vanessa Nuñez, Michael Vitug

**DLBA Staff:** Michael Berman, Justine Nevarez, Jeremy Ancalade, Amanda Barrera

**Guests:** Dennis Dean, Studio LBP; Stephanie Perez, Studio LBP

1. Call to Order – Monica Garrett, Chair
  - [Meeting presentation](#). Called to order at 4:37 PM.
  
2. **ACTION ITEM:** Approval of Minutes from [January 3, 2022](#) Meeting  
**MOTION:** 1st: Chambers; 2nd: Garrett.  
**VOTE:** None opposed. No abstentions. Motion passes.
  
3. Chairperson’s Report – Garrett
  - A. PBID Brainstorming Session Update
    - Berman advised that the committee will be receiving 3 documents to review as part of submitting PBID feedback: Strategic PID Communications Plan, PBID Management Plan summary, and PBID Summary brochure.
    - La Rosa shared the Typeform survey to organize ideas for the brainstorming session. He added that the analysis will be shared the next meeting.
  - B. Discussion of Pine Avenue Marketing Persona
    - Flores advised a major concern for Pine Street is focusing on security and sharing reasons to come to Downtown.
    - Berman advised that due to the recent incidents of vandalism/theft in Downtown, DLBA is putting together a storefront recovery fund, working with CVB, putting up a reward for information regarding Romeo’s vandalism, and increasing Safety Ambassadors on the street.
    - Garrett suggested the committee focus on what the PBID offers for safety in Downtown for the Pine Ave persona and distributing a DLBA security guide.
    - Berman advised there is a business survey in process for Downtown and the data from this and other crime statistics can be shared.
    - Berman reminded that the persona should tell a narrative about a unique neighborhood and tell individual stories while the safety issue would be addressed separately.
    - Berman suggested to have the first persona completed by the April meeting to keep on track with completing 5 personas by October.
  
4. Staff Report
  - A. Social Media, Digital Marketing & Communications Analytics
    - Berman shared statistics for media coverage and newsletter performance as well as overperforming and top posts on social media.
  - B. Update on Ongoing Marketing & Communications Campaigns



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- Berman shared that the PBID renewal website was recently launched and provided updates on DLBA's Valentine's/ Galentine's giveaway & promotions, and Black History Month activities including an article and social campaign featuring Black-owned businesses.

5. Old Business
  6. New Business
  7. Public Comment (three minutes on all non-agenda items)
  8. Adjournment
- Adjourned at 5:35 PM.

### **NEXT MARKETING COMMITTEE MEETING**

**March 7, 2022**

**4:30 PM**

***Mission: Cultivate, preserve, and promote a healthy, safe and prosperous Downtown for all***

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