MARKETING & COMMUNICATIONS COMMITTEE MINUTES
February 7, 2022
4:30 PM

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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