



# DOWNTOWN LONG BEACH ALLIANCE

Alishia Holmes-Watson,  
Chair

Johanna Cunningham,  
Vice Chair

James Ahumada

Cameron Andrews

Jane Delorenzis

Aimee Mandala

Vanessa Nunez

Markel Ringer

Stuart Takehara

James Ahumada

## DLBA Staff:

Kraig Kojian,  
President/CEO

Samantha Mehlinger,  
Communications  
Manager

Lauren Mayne, Social  
Media & Digital  
Marketing Coord.

## MARKETING & COMMUNICATIONS COMMITTEE AGENDA

**Monday, January 4, 2020  
4:30 PM**

### Zoom Conference Link:

<https://us02web.zoom.us/j/86810425064?pwd=aUdyODJnTWlRVEMrNTU3WU5lMTIixUT09>

### Instructions for Zoom Call:

1. Please click link above to join the meeting
2. Once there, you may be in the "waiting room" until the Host joins and invites you in
3. Once invited in, you will be prompted to choose phone or computer audio
  - a. If you select phone audio:
    - i. You will see a window that offers call -in numbers. Any one of them will work.
    - ii. You will then be prompted to enter both the meeting ID # and your personal ID# which will be displayed on your computer screen

1. Call to Order – Alishia Holmes-Watson, Chair.

2. **ACTION ITEM:** Approval of Minutes from [November 2, 2020](#).

3. **ACTION ITEM:** Milestones for Working Group Goals 2020-21

### Milestones for Working Group Goal 1:

- **December-January:** Create 1-2 concepts
- **February-March:** Launch first activity
- **April-May:** Create 1-2 Summer-oriented concepts
- **June-July:** Launch Summer activity
- **August-Sept:**
  - Create holiday-themed concepts for in next fiscal year
  - Analyze results/metrics to assess successes/weak points and determine next steps

### Milestones for Working Group Goal 2:

- **Each month:** Select and confirm an individual whose perspective is likely to boost interest in the newsletter/will diversify newsletter content for a guest column, or a Q&A or video chat with a Committee Member.
- **Subscriber List Growth:** 1,000 within 6 months, 2,000 by end of Fiscal Year
- **Open Rate:** Obtain average open rate of 30%
- **Increased engagement:**
  - Click rate of 4%
  - Average time spent reading articles: 5 minutes

4. Staff Report

- A. Marketing & Communications Analytics
- B. Updates on Marketing Campaigns and Communications

5. Chairperson's Report – Holmes-Watson

6. Old Business

7. New Business

8. Public Comment (three minutes on all non-agenda items)

9. Adjournment

## NEXT MARKETING COMMITTEE MEETING:

**Monday, February 1, 2021  
4:30 PM**

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

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 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.