



DOWNTOWN LONG BEACH ALLIANCE

COMMITTEE

Alishia Holmes-Watson,
Chair

Cameron Andrews,

Vice- Chair

Jane Delorenzis

Michael Gold

Ryan La Rosa

Aimee Mandala

Vanessa Nunez

Markel Ringer

DLBA Staff:

Kraig Kojian,
President/CEO

Samantha Mehlinger,
Communications
Manager

Lauren Mayne,
Social Media & Digital
Marketing Coordinator

MARKETING & COMMUNICATIONS COMMITTEE MINUTES

Monday, February 1, 2021
4:30 PM

Voting Present: Alishia Holmes-Watson, Cameron Andrews, Jane Delorenzis, Mike Gold, Ryan La Rosa, Vanessa Nunez

Voting Absent: Aimee Mandala, Markel Ringer

Staff: Kraig Kojian, Samantha Mehlinger, Lauren Mayne, Erica Beighley

I. Call to Order – Alishia Holmes-Watson, Chairperson

Called to order at 4:34 PM. [Meeting Presentation.](#)

Holmes-Watson welcomed new Committee Members Mike Gold and Ryan La Rosa.

II. Approval of Minutes from [November 2, 2020](#). ACTION ITEM: 1st: Delorenzis. 2nd: Andrews.

No Abstentions. Motion passes.

Approval of Minutes from [January 4, 2021](#). ACTION ITEM: 1st Gold. 2nd: Nunez. No Abstentions. Motion passes.

III. Staff Update:

A. February: Black History Month Campaign. Mehlinger presented slides.

- Mehlinger let Committee know 24 Black Owned Businesses have been confirmed for campaign, with 3 being non-responsive and 3 declined because they were new businesses that were not quite ready to open yet.
- Mehlinger shared collaboration with Studio LBP, which is the advertising arm of the company that owns Long Beach Post, a full advertising firm that DLBA has an agreement with to create some advertising, marketing assets, and events starting with Black History Month campaigns. This comprehensive package will last until the end of the calendar year.

B. Downtown Discussions: *The Black Experience in Long Beach; Past, Present, and Future*. Mehlinger presented slides.

- Mehlinger told Committee that the Downtown Discussions webinar series is designed to connect the community to experts on different subject matters. She was currently gathering bios and headshots for speakers to publicize the February event. Long Beach Post will also be streaming this Downtown Discussion on their platform.
- Holmes-Watson wanted to add that this Downtown Discussions event is a great opportunity to get a conversation started and create a platform that gives voices to a group that has been underserved. Kojian added that the focus is on social injustice. This serves as a first attempt to address social injustices as community leaders, and let the community know DLBA is cognizant of the problem and wants to be part of the solution. La Rosa agreed that the intentions of these efforts are good and that it was nice to see it done in an earnest and true form instead of just checking off a box. Gold agreed and commented DLBA should be promoted as a gatherer of people, which is important because this is where this conversation should be happening.

C. Social Media, Digital Marketing & Communications Analytics. Mayne presented slides.

- Mayne shared that DLBA's Valentine VTOD had an increased reach of about 1,500 more people than average. The line-up featured Shoreline Village, Water's Edge Winery, Pedal Movement, Romeo Chocolates, Arise Bistro, Gu Ramen, Record Box Truck, and George's Greek Café.
- Mayne reminded the Committee that Impressions are each individual view of content and engagements are anytime someone likes, shares, or comments on your post.
- Kojian asked Mayne if there is a year to date on the increase or decrease of impressions and engagements from previous years. Mayne answered she would include that information for future meetings.
- La Rosa asked if the impressions were organic or if they were a result of a paid campaign and what age demographic DLBA was targeting. Mayne stated that impressions mostly were organic, but that DLBA also had a paid VTOD advertisement through Facebook. The demographic that was targeted was current Facebook followers that liked the posts, which were women aged 35-44.

D. Update on Ongoing Marketing & Communications Campaigns. Mehlinger presented slides

- Mehlinger shared that Downtown Scene Newsletter's New Year's Eve message had an increased open rate and has observed that whenever DLBA mixes it up, people take notice. Working Group 1's goal is to reach a 30% open rate.
- Mehlinger told Committee the Business Resource Newsletter's open rate tends to go up and down based on news that week and late January had a higher open rate because of the Stay at Home Order being lifted.



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- Mehlinger said DLBA's Stay Informed Downtown Long Beach Advisories have added COVID guidelines and Vaccination updates and have a higher open rate because it is more targeted and the audience is awaiting news.
 - Mehlinger informed the Committee that current media tracking software does not incorporate broadcast or radio, and DLBA has obtained a new service that will include that. Kojian asked if the difference is known between online publications and radio broadcasts? Mehlinger responded she would go back and include this next meeting as well as break it down for the Committee.
 - Mayne shared business hours of operations have been verified and updated on DLBA's Dine Out DTLB page and currently working on Workout DTLB campaign that will showcase different gyms.
 - Kojian added that DLBA will continue to promote Black owned businesses throughout the month as more are invited to participate in the campaign, as well as including a map showing where these businesses are located. Holmes-Watson reminded the Committee the goal is to emphasize the cultural aspect. Mandala suggested to include information regarding grants to promote and show what is being done in community as well.
- E. Department [Dashboard](#) and [Budget](#)
- Mehlinger informed Committee that the pizza gift card giveaway has been the most successful to date and Mayne added that usual entries are around 30 but for this campaign there were multiple entries of over 100.
 - Mehlinger shared that news related to COVID-19 assistance or economic impacts typically have higher results when it comes to press releases.
- IV. Chairperson's Report**
- A. Working Group Progress
- i. Working Group Goal 1: Concepts for Spring Activity/Promotion
- Gold suggested promoting something with a community focus such as people receiving the vaccination since business owners and residents have mixed information and need to reach an 80% vaccination rate in order to get back to "normal." Mehlinger responded that during the past year a lot of information DLBA has released around community news has been COVID related, different things DLBA is doing to thank first responders and give back, as well as mask wearing and promoting our Clean and Safe Team. Mayne added that if it affects or takes place in DTLB, DLBA is all over it.
 - Delorenzis mentioned homelessness being much worse since COVID and wondered if residents and businesses can organize and do something for the street population. Kojian replied that DLBA is working with the City to address the issue, is not ignoring the problem, and that it is a top priority. Mehlinger suggested Committee assist Steve Be Cotte, DLBA's Community Outreach Manager, with publicity of the towel collection for homeless persons. Holmes-Watson added that the emphasis should stay focused on rebuilding the community, and part of that includes the transient community as well.
- ii. Working Group Goal 2: Guest Perspectives for Downtown Scene
- Holmes-Watson suggested creating a template for Working Group Goals where each member can write out or highlight what they can come up with for the rest of the year and send to Andrews, cameron@piercomm.com, to have something tangible for recurring events.
- V. Old Business:** None
- VI. New Business:** None
- VII. Public Comment (three minutes on all non-agenda items):** None
- VIII. Adjournment:** Meeting adjourned at 5:38 PM.

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

**NEXT MARKETING COMMITTEE MEETING:
Monday, March 1, 2021
4:30 PM**

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

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