



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

Alishia Holmes-Watson,  
Chair  
Cameron Andrews, Vice-  
Chair  
Jane Delorenzis  
Ryan La Rosa  
Aimee Mandala  
Vanessa Nunez  
Markel Ringer  
Michael Gold

**DLBA Staff:**

Kraig Kojian,  
President/CEO  
Lauren Mayne, Social  
Media & Digital  
Marketing Coord.

## MARKETING & COMMUNICATIONS COMMITTEE MINUTES

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

**Voting Present:** Alishia Holmes-Watson, Cameron Andrews, Jane Delorenzis, Mike Gold, Ryan La Rosa, Vanessa Nunez, Aimee Mandala, Sal Flores

**Voting Absent:** Markel Ringer

**Staff:** Kraig Kojian, Samantha Mehlinger, Lauren Mayne, Erica Beighley, Justine Nevarez

- I. **Call To Order** – Alishia Holmes-Watson, Chairperson
  - Called to order at 4:35 PM. Meeting Presentation.
  - Holmes-Watson welcomed new Committee Member Sal Flores.
- II. **ACTION ITEM:** Approval of Minutes from [February 1, 2021](#). 1<sup>st</sup>: Delorenzis. 2<sup>nd</sup>: Andrews. No Abstentions. Motion passes.
- III. **Staff Update (slides 5-13):**
  - A. Black History Month Campaign Feedback/Results.
    - Mehlinger reported positive responses from everyone involved in DLBA's Black History Month Campaign. She also shared February's Downtown Discussion Webinar was able to have an open and honest discussion regarding the Black Experience in Long Beach.
    - Mehlinger reported that both the Virtual Taste of Downtown and the Downtown Discussion Webinar performed above normal, partly because of advertising on LB Post, and had a broader reach with Taste of Downtown participants sharing event on their social media platforms. Mayne added events were also broadcast on DLBA's Facebook page, Long Beach Post's YouTube, and Hi-Lo's Facebook pages.
  - B. Social Media, Digital Marketing & Communications Analytics
    - Mehlinger updated Committee on new analytics being used to track media coverage of Downtown Long Beach as a place, and DLBA as an organization.
    - Organic reach is the number of people who see your content without paid distribution. Mayne shared DLBA's organic reach has taken a nose-dive and found that Hootsuite, a social media management tool, cited a decline towards the end of 2020 as well. Mayne added that DLBA's statistics have shown a decline in previous years and will not see an increase until about June/July.
  - C. Update on Ongoing Marketing & Communications Campaigns
    - Mayne informed Committee that DLBA's Workout DTLB campaign was paused due to lack of gyms prepared to open and have started outreach for Indulge DTLB campaign, which will promote personal care services.
    - Mehlinger provided a summary of ongoing campaigns for new members as well as shared DLBA's ongoing efforts in supporting Black Owned Businesses, which includes a paid partnership with Studio LBP to support the Black Community in Long Beach. Mayne added links for Shop DTLB, <https://downtownlongbeach.org/dine/>, and Dine Out DTLB, <https://downtownlongbeach.org/dine/>, as well as shared link for DLBA's Black-Owned Businesses Map, <https://downtownlongbeach.org/support-black-owned/>.
    - Mehlinger shared DLBA will focus on Women-Owned Businesses in honor of Women's History Month in March and this month's Downtown Discussion Webinar series will focus on Supporting Women in the Workplace.
  - D. Department [Dashboard](#) and [Budget](#)
    - Mehlinger told Committee there have been 15 press releases this fiscal year and she is currently working on 4 more that will be released within the next month related to Economic Development and Placemaking.
    - Mehlinger shared department budget and explained most of their spending had been towards Support DTLB and recovery marketing efforts.
- IV. **Chairperson's Report- Holmes-Watson presented slide 15.**
  - A. Working Group Progress and Brain Storming
    - i. Working Group Goal 1: Concepts for Spring Activity/Promotion
    - ii. Working Group Goal 2: Guest Perspectives for Downtown Scene
  - La Rosa shared Google Doc, [https://docs.google.com/document/d/1cPvSCloQ-K0v2\\_I244AyFL1wizkAKT2Lxnrlu-LH70s/edit](https://docs.google.com/document/d/1cPvSCloQ-K0v2_I244AyFL1wizkAKT2Lxnrlu-LH70s/edit), he created to be able to pour ideas

into and have a tentative schedule to use throughout the year as Holmes-Watson advised. Gold brought up idea of celebrating the history of Long Beach, such as the opening of the Pike as well as the Film and Oil Industries. Mandala added they could highlight businesses that have around for many years and given back or made an impact in the community. Delorenzis suggested having a historic vs. present aspect in showing an old picture of Downtown Long Beach next to a present picture of the same location.

- Gold suggested building their outreach campaigns around their two target audiences of consumers and investors. Employees, residents, and visitors make up the consumers. Investors are the developers and joint business owners. Kojian added there are opportunities to work with Economic Development and Placemaking to target these markets.
- Mandala noticed the number of vacancies in DTLB and suggested promoting brokers and building owners highlighting available spaces and amenities that are offered. Kojian shared DLBA has had broker mixers in the past but have not ventured into similar types of events in a virtual setting. Kojian added currently DLBA is updating its Strategic Plan, <https://downtownlongbeach.org/wp-content/uploads/Downtown-Long-Beach-Vision-2020-Plan-Framework.pdf>, and is conducting an Office and Retail Study in order to get better and updated information on these two sectors.

V. **Old Business:** None

VI. **New Business:** None

VII. **Public Comment** (three minutes on all non-agenda items): None

VIII. **Adjournment**

Meeting adjourned at 5:49 PM.

**NEXT MARKETING COMMITTEE MEETING:**

**Monday, April 5, 2021**

**4:30 PM**

**Location: Zoom Conference**

***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.

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