



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

Alishia Holmes-Watson,  
Chair

Cameron Andrews

Jane Delorenzis

Aimee Mandala

Vanessa Nunez

Markel Ringer

**DLBA Staff:**

Kraig Kojian,  
President/CEO

Samantha Mehlinger,  
Communications  
Manager

Lauren Mayne, Social  
Media & Digital  
Marketing Coord.

## MARKETING & COMMUNICATIONS COMMITTEE MINUTES

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

**Voting Present:** Alishia Holmes-Watson. Cameron Andrews, Jane Delorenzis

**Voting Absent:** Aimee Mandala, Vanessa Nunez, Markel Ringer, Stuart Takehara

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

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

Called to order at 4:33 PM. [Meeting Presentation.](#)

- Holmes-Watson informed Committee Members present that quorum was not reached and updated Committee Members on current Committee vacancies, including Vice-Chair. Currently have 3 seats to fill.
- Holmes-Watson introduced new Board Member Mike Gold.

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

- Unable to take vote because quorum was not reached.

3. **Discuss:** Milestones for Working Group Goals 2020-21. Mehlinger presented slides 6-8.

- Holmes-Watson asked for a tone to be set for future exploration including Working Group 1, for Working Group 2 she suggested for Committee Members to talk to DTLB Business employees to write about their perspectives. She suggested we have an email chain where Committee Members could bounce ideas off of each other and possibly sketch out how to best proceed. Mehlinger agreed that Committee Members should work together as a group for now until vacancies are filled.

4. Staff Report

A. Marketing & Communications Analytics. Mayne presented slides 10-13. Mehlinger presented slides 14-16.

- Mayne shared that impressions were down across all of our social platforms, one reason being there was no New Year's Eve Events hosted this year. Andrew's asked what our impressions were for June, Mayne replied that the most impressions we had to date have been May 31<sup>st</sup> when we experienced civil unrest, and in June around the time the new Stay at Home orders were issued.
- Mayne reported engagements were down on Twitter and Facebook. There were increased engagements on Instagram due to two holiday posts that did well. We also had increased engagements on LinkedIn which can be attributed to our Newsletter article introducing new Committee Members Graham Gill and Fern Nueno.
- Mehlinger reported Downtown Scene Newsletter had a decreased click rate, which is what one of our Working Group Goals will target to increase.
- Mehlinger shared a new gift card giveaway promotion that is underway to help increase click rates as well, which requires individuals to sign up for the newsletter.
- Mehlinger reminded the Committee that the Business Resource Newsletter is now going out every two weeks. It was started as a business resource during the pandemic and has continued to provide updated information on grants, government regulations, etc.

B. Updates on Marketing Campaigns and Communications. Mayne presented slides 17-19. Mehlinger presented slides 20-23

- Mayne said digital ads are currently focusing more hyperlocal, within a 10-mile radius to downtown.
- Mayne reported that Shop DTLB is our 2<sup>nd</sup> highest visited page and our goal is to drive traffic to the page in order to encourage users to shop directly from the retailer. Andrews asked if DLBA knew which retailer has had the most traffic? Mayne replied she would see if she is able to find out and share that information once she does.
- Mayne shared the newest marketing campaign DLBA will launch is Workout DTLB. Andrews asked if DLBA had specific target number of gyms or trainers they were reaching out to. Mayne replied they had not set a target but the goal would be to include as many as possible.
- Mehlinger shared that DLBA's Webinar Series would now have recordings made available online. Next Webinar Series is focused on COVID 19 and the Digital Divide taking place on 1/8/2021.

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- Mehlinger said that our Stay Informed Alerts have transitioned to also provide information regarding COVID in addition to updates about activities such as protests in DTLB. Andrews added that it would be incredibly helpful to have this information included in the alerts as well.
- Mehlinger provided updates on planning for Black History Month, including Black owned businesses being featured in the Gift Card Giveaway, Downtown Scene Newsletter, and on socials, as well as a Black History Month focus for Downtown Discussions.
- Holmes-Watson brought up Black Heritage Month next month and might be a great quick start for Working Group 2. She suggested to have Committee find black owned businesses to be highlighted for Newsletter. Mehlinger informed Committee that if they would like to have a special feature highlight it would have to be done by end of next week in order to be in time for February Newsletter. Kojian wanted to have Committee identify themes that support different campaigns throughout the year, and how to best communicate and market to DTLB area. Committee should look in advance for ongoing campaigns.
- Kojian also shared our Supplemental Budget will be presented for approval on Thursday. Mehlinger further shared DLBA has money left over resulting in additional funds to be used for Marketing, and have also requested an additional \$100,000 in funds.

5. Chairperson's Report – Holmes-Watson

6. Old Business

7. New Business

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

9. Adjournment

Meeting adjourned at 5:30 PM.

### **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.

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