



**DOWNTOWN
LONG BEACH
ALLIANCE**

MEMBERS

Monica Garrett, Chair

Cameron Andrews,
Vice Chair

Amy Chambers

Shawna Epps

Sal Flores

Ryan La Rosa

Aimee Mandala

Vanessa Nunez

Michael Vitug

STAFF:

Kelsey Mader,
Executive Assistant

Lauren Mayne,
Social Media & Digital
Marketing Coordinator

Michael Berman,
Communications
Manager

MARKETING & COMMUNICATIONS COMMITTEE MINUTES

October 11, 2021

4:30 PM

[Join Zoom Meeting](#)

Meeting ID: 857 1650 3568

Passcode: 715480

Voting Present: Monica Garrett, Cameron Andrews, Amy Chambers, Shawna Epps, Sal Flores, Ryan La Rosa, Michael Vitug

Voting Absent: Aimee Mandala, Vanessa Nunez

DLBA Staff: Justine Nevarez, Lauren Mayne, Michael Berman, Broc Coward

1. Call to Order – Monica Garrett, Chair
[Meeting presentation](#). Called to order at 4:36 PM.
2. **ACTION ITEM:** Approval of Minutes from [September 8, 2021](#) Meeting
MOTION: 1st: Chambers; 2nd: Vitug
VOTE: None opposed. No abstentions. Motion passes.
3. Chairperson's Report – Garrett
 - A. Review of Marketing & Communications Dashboard
 - Garrett reviewed the dashboard, reminding the Committee that this is a tool used to help track committee goal progress through the year.
 - Mayne added that these will be updated every other month, rather than each month. The next dashboard will reflect progress in October and will be available in November.
 - B. Review Strategic Plan - Marketing/Communications Section
 - Garrett reviewed slides 5-6 and connected how these relate to the proposed committee goals for this year.
 - Epps suggested increasing DLBA's in-person marketing efforts (i.e., posters, banners, etc.). Vitug and Andrews elaborated on the possibilities to achieve a more traditional marketing presence.
 - C. Discussion & Approval of Working Group Goals 2021-2022
 - Berman and Mayne elaborated on potential Working Group Goals on slide 7. Coward added that these goals will be reported to the Executive Committee who will monitor their progress.
 - Chambers inquired about the success of past tactics and gauging how results can be measured. Berman and Garrett related this back to the Strategic Plan and dashboard, adding that there is still more work to be done to develop key performance indicators..
 - Coward introduced the possibility of focus groups to better understand the Downtown community and its perspective of DLBA.
 - Andrews suggested combining two goals (Targeting Neighborhoods and Face of Downtown).
 - Nevarez launched a poll to determine the Committee's top three goals.
 - The top three goals included: PBID Brainstorming Sessions, Targeting Neighborhoods, Faces of Downtown.
 - Garrett added that surveys can be applied to all goals, while Andrews and Flores discussed opportunities to combine Stakeholder Marketing Personas, Targeting Neighborhoods, and Faces of Downtown.



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ACTION ITEM: Recommend Working Group Goals for FY21-22 to be as follows: 1) PBID Brainstorming Sessions, 2) Combine Targeting Neighborhoods and Faces of Downtown, 3) Apply a Survey Program to both goals.

MOTION: 1st: Andrews; 2nd: Chambers.

VOTE: None opposed. No abstentions. Motion passes.

4. Staff Report
 - A. Team Introductions
 - B. Social Media, Digital Marketing & Communications Analytics
 - Berman and Mayne reviewed slides 11-14.
 - C. Update on Ongoing Marketing & Communications Campaigns
 - Mayne reviewed slide 16.
 5. Old Business
 6. New Business
 7. Public Comment (three minutes on all non-agenda items)
 8. Adjournment
- Adjourned at 5:47 PM.

NEXT MARKETING COMMITTEE MEETING:

November 1, 2021

4:30 PM

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

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