



## DOWNTOWN LONG BEACH ALLIANCE

Melissa Infusino, Chair

Nicole Hatley, Vice Chair

Loara Cadavona

Jane Delorenzis

Alishia Holmes

Cassandra Leeman

Lauren Provence

Stuart Takehara

### DLBA Staff:

Christina Mancebo,  
Marketing &  
Communications Manager

Jennifer Arenas, Social  
Media & Digital Marketing  
Manager

Crystal Angulo, Events &  
Development Manager

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## MARKETING & COMMUNICATIONS COMMITTEE MINUTES

Tuesday, November 6, 2018

4:30 PM

Common Grounds Conference Room  
145 W Broadway (Directly across the street from DLBA)  
Long Beach, CA 90802

**Voting present:** Melissa Infusino, Nicole Hatley, Loara Cadavona, Jane Delorenzis, Alishia Holmes, Stuart Takehara

**Voting Absent:** Cassandra Leeman

**Guests:** Cory Allen, Sergio Gonzalez, Don Darnauer

**DLBA Staff:** Christina Mancebo, Crystal Angulo, Jennifer Arenas, Broc Coward, Cherisse Evans

1. Call to Order – Melissa Infusino, Chair  
Meeting called to order by Infusino at 4:24pm
2. **ACTION ITEM: Approval of Minutes from [October 11, 2018](#) Marketing and Communications Committee meeting.** 1<sup>st</sup>: Takehara. 2<sup>nd</sup>: Hatley. None opposed or abstentions.
3. Chairperson's Report – Infusino, Chair
  - A. Introduce Common Grounds Operations Manager, Cody Pospisil  
Pospisil mentioned the co-working space has been open since October 1, 2018, still in the soft opening stage. There are currently five different locations. It's an alternative to WeWork (more communal-size focused), based on a flexible office space concept. Smaller spaces can expand to accommodate larger groups. There are three monthly flexible work space options: Communal (\$250), (Desk \$450) and Conference (starting at \$750). Also offer companies an Enterprise Membership which can accommodate an entire company, up to 120 people. Desk and Conference levels offer 24-hour access to the space as well as coffee/catering from their third-party partner. Day pass for (\$50) is available.
  - B. Review [2018-19 Goals](#) and Discuss Next Steps
    - Sponsorship package for all the signature events DLBA puts on. Infusino mentioned that Angulo had revised the package from last year and the committee was given a copy to review and give feedback (Delorenzis did not receive a copy and was referred to our website where the information is accessible). Infusino pointed out that it is not the committee's responsibility to raise money, but rather focus more on how we make introductions to people who can provide sponsorship opportunities as well as empower the Board to also make these connections.
      - Allen asked if there is a list of previous sponsors and see who might have fallen off. Angulo says it is a small list and wants to level set and start fresh and look at other options: Annual sponsorship vs current Event sponsorship. Or offer the opportunity for businesses to sponsor specific items ie. social media posts. Mancebo mentioned a goal is to provide a general sponsorship framework on the website for people to gather information, then Angulo can customize with each partner.
      - Allen mentioned the option of seeking larger corporate sponsors for events. A discussion about whether that would hurt small Downtown businesses or change the atmosphere of the events. There were examples given that suggest corporate sponsors do not necessarily have a negative effect. The positive is that they can contribute more money, lessening the burden on DLBA budget. Allen offered to discuss further and share his relevant experience with Angulo. Will add to next month Agenda and continue the conversation.
    - Work with DLBA staff to create an evaluation template to that reviews measurable details and offers feedback for each event. Angulo will be the lead.
    - Outreach and engagement including (social media, print, web) There will be few action items and more of a think tank. Talk about channels to use to reach desired audiences, ideally culminating in executing an initial meeting with the audience(s) identified. Potential for creating a networking event.

4. Staff Report

- A. Dashboard Introduction – Christina Mancebo, Marketing & Communications Manager [Marketing Dashboard](#) and [Events Dashboard](#) were presented. In terms of goal-setting, the committee should determine what the metrics and measurables should be used from the dashboard. Mancebo pointed out that the fundraising goals seen on the dashboard do not include any money that the committee has set as a goal.
- B. Upcoming Events, Sponsorship Deck Review – Crystal Angulo, Events & Development Manager [Marketing and Communications Presentation](#). Committee members were encouraged to submit any sponsorship ideas they have to Angulo via email.
- C. Social Channels Overview – Jennifer Arenas, Social Media & Digital Marketing Manager [Digital Communications Data 2017-2018](#) was presented.
  - o Set benchmarks by tracking growth on all social channels. Hope to add Linked-In and Youtube as more content is being added to both of those platforms. Also increasing Twitter use.
  - o Will later include video analytics
  - o Mail chimp—new activation. Work on engagement to combat algorithms from email servers that lock out users or send them to other sites.
  - o Want to increase newsletter subscribers
  - o This is an overview but will begin to track individual events as well

5. Old Business

6. New Business

- Mancebo—DLBA the last 3-4 years has worked with Long Beach Business Journal on its December issue. This year the December 18, 2018 issue will be dedicated entirely to Downtown. Will get pricing out to the committee so they can spread the word to others who might want to sponsor. Digital and physical copies will be available.
- Mancebo and Austin Metoyer, DLBA Economic Development and Policy Manager are partnering with TiECon Southwest who is offering free entry to their technology convention (November 17, 2018) for all DT businesses, approximately 600 seats. They will also share this information to other Long Beach BIDs and city partners. Those who attend are invited to attend free 100-day workshop beginning January-February which will last for three months, meeting once a week. It will be located downtown, need 250 minimum participants. The focus will be on the fundamentals of engagement marketing for small businesses. News section of DLBA website has a discount code (must use to gain free entry) as well as Facebook, Twitter and Linked In. Committee is encouraged to share this information. TiECon is company also launching a Geo-targeting mobile app. The first 50 businesses that sign up for the 100-day workshop will get the app free.
- Long Beach Homeless Coalition is looking for new Board members. At the November 7<sup>th</sup> meeting they will be handing flyers with more information.
- DLBA has 3<sup>rd</sup> Street/ Broadway construction project has been sped up, potentially to be completed in January. For more information, check the city's hotline number and/or DLBA website. DLBA also has flyers.

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

- Darnauer-- Downtown Residential Council has volunteer opportunities. There will be some vacancies on their board in the next month. DRC offers a lot of resources and partnering opportunities.
- Allen-- Scooter pilot program will continue until late December/early January. Information can be found on city website under city managers memos.
- Darnauer—asked about the status of Free Ride. Allen says the city is looking at models other cities are using. Sponsorship is needed. Must determine specific targeted pick up/drop off spots and the best way to re-introduce the program.

8. Adjournment

Meeting adjourned at 5:41 pm.

**NEXT MARKETING COMMITTEE MEETING:**

**December 4, 2018**

**4:30 PM**

**DLBA Conference Room  
100 W Broadway, Suite 120  
Long Beach, CA 90802**

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

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