

Marketing & Communications Committee Meeting

August 1, 2023

DLBA Conference Room



DOWNTOWN
LONG BEACH
ALLIANCE

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

Chair Cameron Andrews, Calls Meeting to Order

Taking Attendance:

Roll Call: Cameron Andrews, Ashley Chiddick, Ryan La Rosa, Nathan Lasker, Melissa Urena, Michael Vitug, Patrick Michel, Claudia Ayala, Samantha Mehlinger

2. Minutes

Action: Approve minutes from July 11, 2023 Meeting

Roll Call: Cameron Andrews, Claudia Ayala, Ashley Chiddick, Ryan La Rosa, Nathan Lasker, Samantha Mehlinger, Patrick Michel, Melissa Urena, Michael Vitug

3. Working Group Break Out Sessions

Group A (East Village Project):

- Lead: Melissa Urena
- Members: Nathan Lasker, Patrick Michel, Michael Vitug, Samantha Mehlinger

Group B (North Pine Project):

- Lead: Ryan La Rosa
- Members: Cameron Andrews, Ashley Chiddick, Claudia Ayala

4. Group Discussion

a. Marketing & Communications Committee Visioning

Discuss next steps for current committee

- DLBA to discuss to propose Chairs and Vice Chairs during **Aug. 17** staff meeting, as well as committee members.

Brainstorm project ideas for next year's committee

- Continuation of neighborhood-focused projects?
- What have you learned about DTLB or been inspired by during this year's committee?
- What do you want to see from next year's committee?

5. Staff Report

Asia Morris

DLBA Communications & Marketing Manager

5A. Social Media, Digital Marketing & Communications Analytics

Analytics Overview

Media Coverage July 2 - July 31, 2023 *

- **Downtown Long Beach:**

- **51 (-82%) media mentions for DTLB** (Long Beach Post: Yes, that car chase scene in Barbie was filmed in DTLB, Press-Telegram: LB Disability Pride to Host 2nd annual celebration Wednesday, Urbanize: Senior affordable housing pitched for 300 Alamitos Ave in Long Beach, Press Telegram: LB moves closer to pouting hotel worker wage increase on 2024 local ballot)
- **\$1.01M Ad equivalency media coverage** (combined potential reach of the media outlets that mentioned DTLB in various articles)

- **DLBA**

- **4 articles (-56%)** (Long Beach Post: No coins, no problem? LB may make parking meters cashless-Austin interviewed, The Hype Magazine: 19 Artists Featured in the 2023 Edition of Long Beach Walls and Art Renzei Festival, Grunion Gazette Cal: Things to Do (DLBA Roller Disco...)
- **\$3.75K Ad equivalency media coverage** (combined potential reach of the media outlets that mentioned DLBA in various articles)

DLBA Social Media Channel Stats

(June/July 2023)

<input type="checkbox"/> Facebook	June 54,137 / July 54,314
<input type="checkbox"/> Instagram	June 34,006 / July 34,327
<input type="checkbox"/> Twitter	June 16,905 / July 16,845
<input type="checkbox"/> LinkedIn	June 1,016 / July 1,027
<input type="checkbox"/> Total	June 106,064 / July 106,513

🏆 Top Performing Videos

The best performing videos of the month.

#1



Visit the @weekend_night_market, happening...

dlba - Original audio
July 13 - Duration 0:26

21296 963 13 473 198

Thursday Night Market

#1 Top Reel on Instagram | #2 on Facebook

#2



Enjoy a delightful lunch break in #DTLB! Head o...

Oleg Kirilkov - Cafe Music
July 21 - Duration 0:45

9121 226 11 43 20

East Village Lunch Break

#1 Top Reel on Facebook | #2 on Instagram

#3



So many delicious options! 🍴 Mark your calen...

dlba - Original audio
July 9 - Duration 0:19

5946 169 0 72 23

TOD Waterfront

#3 Top Reel on Instagram

Analytics Overview

June/July Newsletter Performance *

Downtown Scene

June: Avg Open Rate 39%, Click Rate 4.7%

July: Avg Open Rate 61%, Click Rate 3.5%

Business Resource Newsletter

June: Avg Open Rate 49%, Click Rate 2.9%

July: Avg Open Rate 52%, Click Rate 7.5%

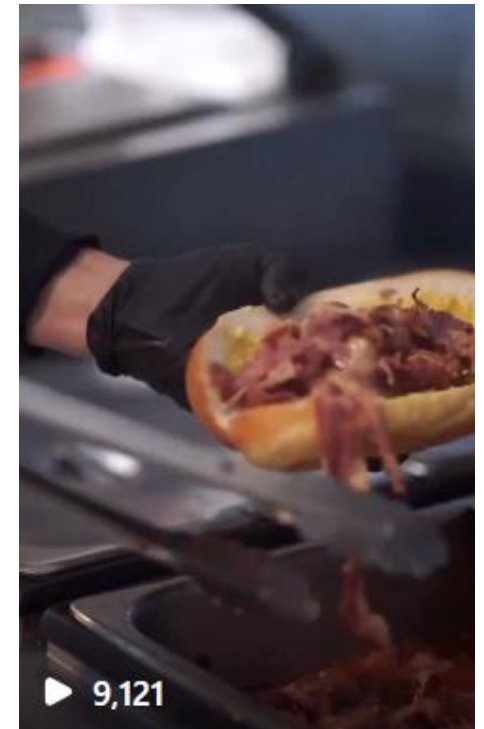
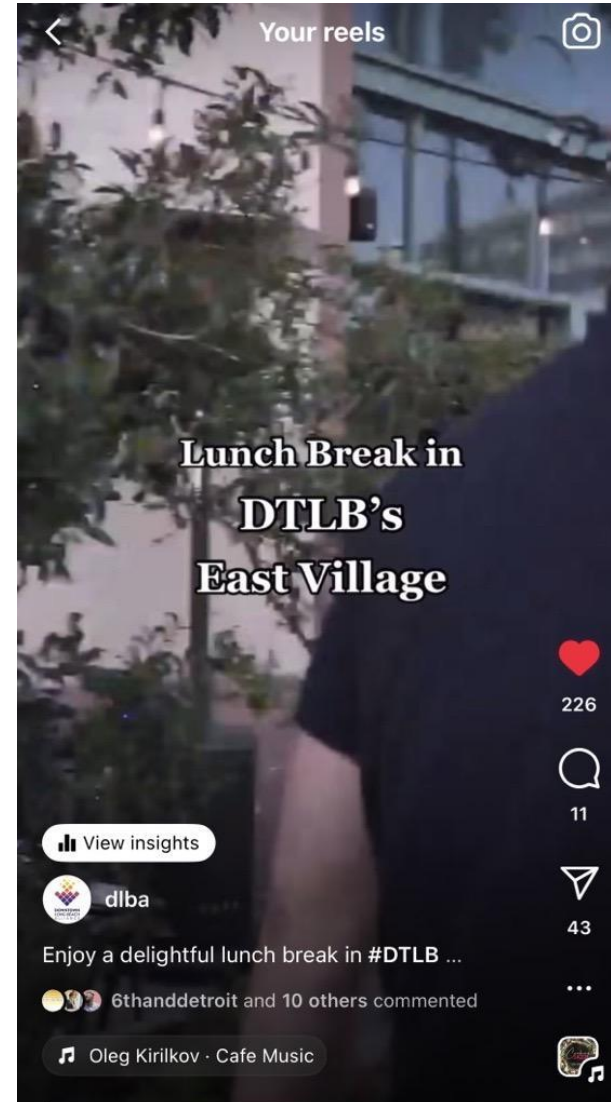
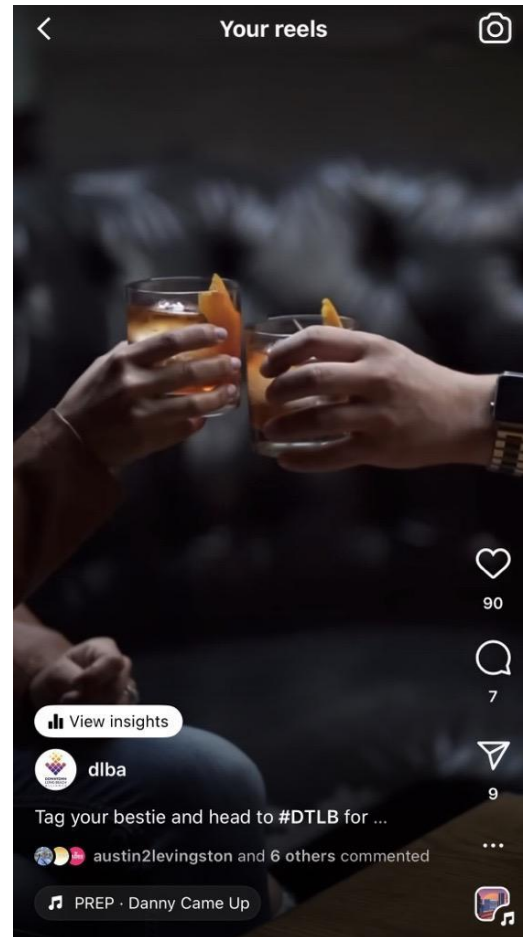
Mochi's Corner

June: Avg Open Rate 60%, Click Rate 4.7%

July: Avg Open Rate 69%, Click Rate 14%

5B. Update on Ongoing Marketing & Communications Campaigns

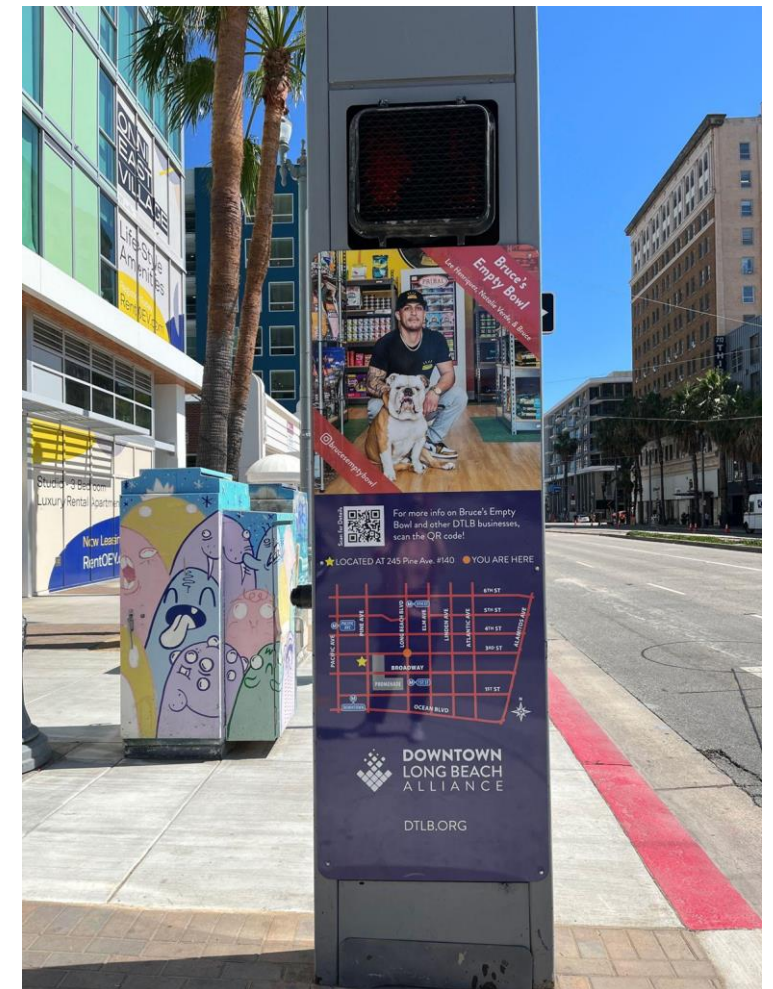
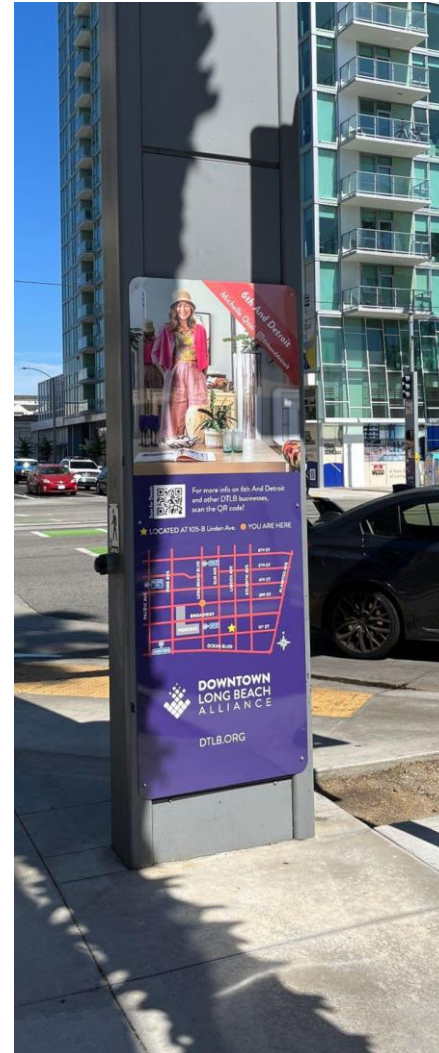
East Village Reel Project!



Taste of Downtown Waterfront Aug. 9 & 10



Long Beach Blvd Signal Pole Sign Wraps

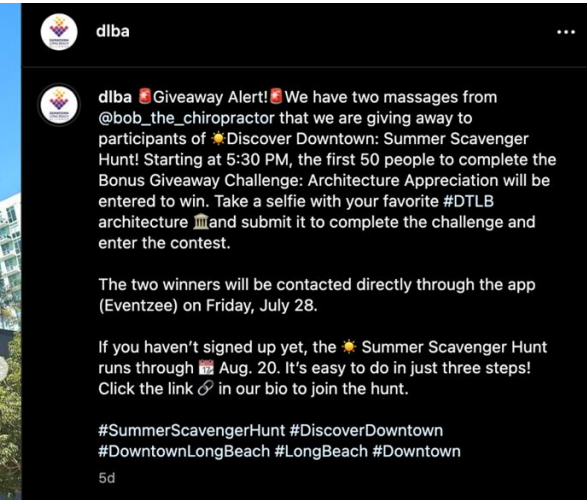


Summer Scavenger Hunt

210 sign ups and counting!



Aplace18
Completed Literature Lovers for 300 points.



Mahatma19
Completed Outdoor Art Gallery for 350 points.



Downtown Scene Newsletter

DTLB NEWS & HAPPENINGS

Essential Summer Cocktails: Downtown Long Beach Edition



In partnership with Longbeachize, we're highlighting essential summer cocktails from some of Downtown's finest, while previewing several cocktails that will also be available at the upcoming Taste of Downtown event on the waterfront August 9 & 10.

[READ MORE](#)

Top 10 Photos from Discover DTLB: Summer Scavenger Hunt



It's not too late to sign up and join in on all the fun! [Discover Downtown: Scavenger Hunt](#) runs through **Aug. 20**. Participants collect points as they complete challenges; winners with the most points will receive up to \$500 in gift cards to DTLB businesses. Sign up in just three steps, [here](#).

[READ MORE](#)

Downtown Summer Camp Offers Educational Fun for Kids - And Fun Opportunities for Parents

DTLB's Summer Event Series



Coffee, Conversations & Clean Up

Saturday, July 29 featured guest speaker Ellie Perez of Visit Gay Long and Safe Spaces Alliance



lincolnparklb.com

Coffee, Conversations, & Clean up

Unity in creating a cleaner, safer, and more inclusive LB

Saturday July 29th
10:30am - 12:00pm
at the Library Terrace

with
Ellie Perez
Executive Director
Visit Gay Long Beach

Coffee, Conversations, & Clean up

...series of meetups in Lincoln Park is an opportunity for us, civic, and community leaders to gather and discuss how we can create and foster positive momentum in our Downtown.

lincoln/park

for friends
& neighbors
since 1880



5. Old Business

6. New Business

**7. Public Comment (3 min on all non
agenda items)**

8. Adjournment

Next Meeting “IN PERSON”

September 5 at 4 PM