



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

**MEMBERS**

Ryan La Rosa, Chair

Claudia Ayala, V. Chair

James Tir

Whitney Neal

Patrick Michel

Ashley Smith

Denny Cristales

Sarah Brainard

Alex McPherson

**STAFF:**

Asia Morris  
Marketing &  
Communications Manager

Amanda Barrera  
Marketing Coordinator

Koda Strider  
Administrative Services  
Coordinator

James Ahumada  
Sr. Vice President & Deputy  
CEO

**MARKETING & COMMUNICATIONS COMMITTEE AGENDA**

**Wednesday, March 4, 2026**

**4:00 PM**

**DTLB Alliance Conference Room**  
100 W Broadway, Suite 235  
Long Beach, CA 90802

1. Call to Order – Ryan La Rosa, Chair
2. **ACTION: Approval of Minutes from the February 4, 2026 Marketing & Communications Committee Meeting.**
3. Staff Report
  - a. Upcoming Events
  - b. Social Media, Digital Marketing & Communications Analytics
  - c. Update on Ongoing Marketing & Communications Campaigns
  - d. Executive Update
4. Discussion Topic: CDA + IDA Breakout Session Worksheet
5. Working Group Breakout Sessions
  - a. Waterfront Neighborhood Reels Project
  - b. East Village + North East Village Awareness Project
6. Old Business
7. New Business
8. Public Comment (three minutes on all non-agenda items)
9. Adjournment



[15 Minutes]

[15 Minutes]

[30 Minutes]

**NEXT MARKETING & COMMUNICATIONS COMMITTEE MEETING:**  
**Wednesday, April 1, 2026**  
**4:00 PM**  
**Location: DTLB Alliance Conference Room (100 W Broadway, Suite 235)**  
*Mission: Cultivate, preserve, and promote a healthy, safe and prosperous Downtown for all*

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. E-Mail correspondence regarding agenda items can be directed to [info@dlba.org](mailto:info@dlba.org). Agenda items may also be reviewed as posted in public view at the DTLB Alliance offices or at City Hall. If special accommodation is desired pursuant to the Americans with Disabilities Act, please make your request by phone to (562) 436-4259, by noon the day prior to the meeting.