DOWNTOWN LONG BEACH ALLIANCE

MEMBERS

Ryan La Rosa, Chair

Claudia Ayala, V. Chair

James Tir

Whitney Neal

Patrick Michel

Ashley Rheaume

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

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MARKETING & COMMUNICATIONS COMMITTEE AGENDA

Wednesday, August 5, 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 July 1, 2026 Marketing & Communications Committee Meeting.**

3. Staff Report [15 Minutes]
   a. Upcoming Events
   b. Social Media, Digital Marketing & Communications Analytics
   c. Update on Ongoing Marketing & Communications Campaigns
   d. Executive Report

4. Working Group Breakout Sessions [35 Minutes]
   a. Waterfront Neighborhood Reels Project
   b. East Village & North East Village Marketing Projects

5. Working Group Updates [10 Minutes]

6. Old Business
7. New Business
8. Public Comment (three minutes on all non-agenda items)
9. Adjournment

NEXT MARKETING & COMMUNICATIONS COMMITTEE MEETING:

Wednesday, September 2, 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. 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.