



**DOWNTOWN
LONG BEACH
ALLIANCE**

MEMBERS

Claudia Ayala, Chair

Samantha Mehlinger, V. Chair

James Tir

Ryan La Rosa

Cameron Andrews

Patrick Michel

Melissa Urena

Ashley Smith

Natalie Leighton

STAFF:

Asia Morris
Marketing &
Communications Manager

Amanda Barrera
Digital Media Coordinator

Irene Presentine
Programming Assistant

James Ahumada
Sr. Vice President & Deputy
CEO

MARKETING & COMMUNICATIONS COMMITTEE AGENDA

**Wednesday, January 8, 2024
4:00 PM**

DTLB Alliance Conference Room

100 W. Broadway, Suite 235
Long Beach, CA 90802



1. Call to Order – Claudia Ayala, Chair
2. **ACTION: Approval of Minutes from November 6, 2024 Marketing & Communications Committee Meeting.**
3. Staff Report 10 Minutes
 - a. Upcoming Events
 - b. Social Media, Digital Marketing & Communications Analytics
 - c. Update on Ongoing Marketing & Communications Campaigns
4. **ACTION: Approval of Working Group Members**
 - a. Group A: Pine & Promenade Reels
 - b. Group B: Waterfront Outreach Planning
5. Working Group Breakout Sessions 40 Minutes
 - a. Group A: Discuss timeline, next steps, videos, roles
 - b. Group B: Discuss timeline, next steps, outreach, roles
6. Old Business
7. New Business
8. Public Comment (three minutes on all non-agenda items)
9. Adjournment

NEXT MARKETING & COMMUNICATIONS COMMITTEE MEETING:

Wednesday, February 5 at 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@dtlb.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.