



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

**MEMBERS**

Claudia Ayala, Chair

Samantha Mehlinger, V. Chair

James Tir

Ryan La Rosa

Cameron Andrews

Patrick Michel

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, March 5, 2025**

**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 January 8, 2025](#) 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. Working Group Breakout Sessions 40 Minutes
  - a. Group A: Discuss timeline, next steps, videos, roles
  - b. Group B: Discuss timeline, next steps, outreach, roles
5. Working Group Updates 10 Minutes
  - a. Group A
  - b. Group B
6. Old Business
7. New Business
8. Public Comment (three minutes on all non-agenda items)
9. Adjournment



**NEXT MARKETING & COMMUNICATIONS COMMITTEE MEETING:**

**Wednesday, April 2 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](mailto: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.