



**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 MINUTES

Wednesday, January 8, 2025

4:00 PM

DTLB Alliance Conference Room

100 W. Broadway, Suite 235

Long Beach, CA 90802

Present: Claudia Ayala, Mellisa Urena, Ryan La Rosa, James Tir, Natalie Leighton, Ashley Smith, Samantha Mehlinger, Patrick Michel

Absent: Cameron Andrews

DTLB Alliance Staff: Asia Morris, Amanda Barrera, James Ahumada, Irene Presentine

1. Call to Order – Claudia Ayala, Chair
Meeting Presentation. Called to order at 4:00PM.
2. **ACTION:** Approval of **Minutes** from November 6, 2024 Marketing & Communications Committee Meeting.
MOTION: 1st: Leighton; 2nd: Tir.
VOTE: None opposed. No abstentions. Motion passes.
Mehlinger and Michel were not present for the vote.
3. Staff Report
 - a. Upcoming Events
 - Jan 7th: Paws on the Promenade
 - Jan 8th, 15th, 22nd, 29th: Webinar Wednesdays
 - Jan 9th, 16th, 23rd, 30th: DTLB Food Series
 - Jan 14th: State of the City
 - Jan 16th The Great Mocktail Mixer: Dry January Bar Crawl
 - Jan 20th: MLK Day of Service (Volunteer Opportunities in East Village, North Pine neighborhoods)
 - Jan 21st: Mug to Mug at ISM Brewing
 - b. Social Media, Digital Marketing & Communications Analytics
 - Increase on overall follower count across the Alliance’s social media platforms, with a slight dip in average open rate for Downtown Scene Newsletter likely due to the holidays.
 - c. Update on Ongoing Marketing & Communications Campaigns
 - Downtown Scene Newsletter Holiday related articles
 - Paws on the Promenade
 - The Great Mocktail Mixer: Dry January Mocktail Crawl
 - Webinar Wednesdays (AI Marketing for Business)
 - Mug to Mug (Business-to-Business Exchange)
 - DTLB Food Series
 - The Education Series
 - Lincoln Park Programs
 - Pine Ave Traffic Signal Wraps
 - DTLB Art + Design Walk: Feb 8th
4. **ACTION:** Approval of Working Group Members
MOTION: 1st: Tir; 2nd: Mehlinger.
VOTE: None opposed. No abstentions. Motion passes.



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- a. Group A: Pine & Promenade Reels
 - Melissa Urena, Patrick Michel, James Tir, Natalie Leighton
 - b. Group B: Waterfront Outreach Planning
 - Claudia Ayala, Cameron Andrews, Ryan La Rosa, Sam Mehlinger, Ashley Smith
5. Working Group Breakout Sessions
- a. Group A: Discuss timeline, next steps, videos, roles
 - Group A has decided to create “list” videos featuring multiple businesses within the Pine and Promenade area.
 - b. Group B: Discuss timeline, next steps, outreach, roles
 - Group B wants to discuss the potential of law offices near the Waterfront being willing to participate.
6. Old Business
7. New Business
8. Public Comment (three minutes on all non-agenda items)
9. Adjournment
Adjournment at 4:53PM.

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.