



**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
Digital Media Coordinator

Koda Strider
Administrative Services
Coordinator

James Ahumada
Sr. Vice President & Deputy
CEO

100 West Broadway, Ste 235
Long Beach, CA 90802
T: 562.436.4259

MARKETING & COMMUNICATIONS COMMITTEE MINUTES

Wednesday, February 4, 2026
4:00 PM

DTLB Alliance Conference Room

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

Present: Ryan La Rosa, James Tir, Whitney Neal, Denny Cristales, Sarah Brainard, Alex McPherson

Absent: Claudia Ayala, Patrick Michel, Ashley Smith

DTLB Alliance Staff: Asia Morris, Koda Strider, James Ahumada

1. Call to Order – Ryan La Rosa, Chair
[Meeting Presentation](#). Called to order at 4:04PM.
2. **ACTION: Approval of Minutes from [December 10, 2025 Marketing & Communications Committee Meeting](#).**
MOTION: 1st: Tir; 2nd: Cristales.
VOTE: None opposed. No abstentions. Motion passes.
3. Staff Report
 - a. Upcoming Events
 - Feb. 1: Warped Tour Block Party
 - Feb. 3: Paws on the Promenade
 - Feb. 7 – Mar. 28: The Education Series: For Entrepreneurs & Small Businesses
 - Feb. 14: Lincoln Park Cleanup
 - Feb. 14: DTLB Art + Design Walk
 - Feb. 21: DTLB Live!
 - b. Social Media, Digital Marketing & Communications Analytics: January Media Coverage
 - Downtown Long Beach
 - 945 mentions (↑185%) across major outlets (e.g., Urbanize Los Angeles, LongBeachize, CBS News). Coverage topics: Long Beach Amphitheater groundbreaking, Anime LA convention returns, Queen Mary 2 rare West Coast visit, and more. Ad equivalency: \$25.3M
 - Downtown Long Beach Alliance (DTLB Alliance)
 - 75 mentions (↑971%) in outlets including LA Downtown News, Long Beach Post, and Signal Tribune. Coverage topics: Marathon Burger grand opening, DTLB Art + Design Walk, DTLB Live!, and more. Ad equivalency: \$611K
 - Social Media Stats
 - Total followers increased from 125,014 to 125,902
 - Growth Highlights: Instagram (+458), Threads (+6), TikTok (+463), LinkedIn (+19)
 - Minor declines: Facebook (-53), Twitter/X (-5)
 - c. Update on Ongoing Marketing & Communications Campaigns
 - Downtown Scene Newsletter January
 - The Education Series
 - Black History Month



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- DTLB Live!
 - DTLB Community Planting Day
 - DTLB Block Party presented by Vans Warped Tour
4. Discussion Topic: Future Meeting Presentations
 - a. Invite recurring event organizers (e.g., festivals, conventions) to present on their marketing strategies and upcoming events to better align promotional efforts.
 - b. Provide a deep-dive presentation on the Alliance's Marketing & Communications strategy, including how committee members can better support and amplify efforts.
 - c. Explore a session focused on communicating the Alliance's value to constituents and strengthening public awareness of services (e.g., Clean & Safe, ambassador escorts).
 - d. Consider inviting another BID or external marketing professionals to share best practices and fresh perspectives.
 - e. Discuss opportunities for clearer processes around promoting local businesses and addressing feedback about advertising support and influencer marketing.
 - f. Invite Visit Long Beach to present on tourism strategy for major upcoming events (e.g., World Cup, Olympics) and how downtown stakeholders can collaborate to attract and retain visitors.
 5. Discussion Topic: WCUDF Breakout Session
 - a. Morris shared an overview of the upcoming West Coast Urban District Forum breakout session on the Alliance's marketing evolution and the "Opposite of Ordinary" campaign, including session objectives and key themes.
 - b. Committee members brainstormed potential audience questions to support panel preparation, including measuring success, audience prioritization (businesses vs. residents vs. visitors), platform performance, campaign development strategy, AI's role in marketing, and lessons learned from strategies that were less effective.
 6. Working Group Breakout Sessions
 - a. Waterfront Neighborhood Reels Project (Cristales, Tir, Michel, Neal) and East Village + North East Village Awareness Project (La Rosa, Ayala, Smith, Brainard, McPherson) breakout groups reconvened and provided brief updates on next steps.
 - b. Members plan to divide responsibilities, further develop project details before the next meeting, and coordinate outreach with neighborhood associations.
 - c. The committee discussed considerations around selecting featured businesses, including avoiding perceptions of favoritism and ensuring selections are neutrally justified and aligned with Alliance goals.
 - d. Groups will continue coordination offline and report progress at the next meeting.
 7. Old Business
 8. New Business
 - a. Upcoming March events were highlighted for planning purposes, such as Marathon Burger opening on March 1, DTLB Live! on March 21, KASSO Fest on March 21-22, and ongoing Lunar New Year celebrations.
 9. Public Comment (three minutes on all non-agenda items)
 10. Adjournment
Adjourned at 4:54PM.



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NEXT MARKETING & COMMUNICATIONS COMMITTEE MEETING:

Wednesday, March 4, 2026, 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.