



**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, March 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, Patrick Michel, Ashley Smith, Denny Cristales

**Absent:** Claudia Ayala, Sarah Brainard, Alex McPherson

**DTLB Alliance Staff:** Asia Morris, Amanda Barrera, Koda Strider

**Guests:** Mike Gold

1. Call to Order – Ryan La Rosa, Chair  
**Meeting Presentation.** Called to order at 4:02PM.
2. **ACTION: Approval of Minutes from [February 4, 2026 Marketing & Communications Committee Meeting](#).**  
**MOTION: 1<sup>st</sup>: Cristales; 2<sup>nd</sup>: Tir.**  
**VOTE: None opposed. One abstained. Motion passes.**
3. Staff Report
  - a. Upcoming Events
    - Mar. 7-8: The Education Series: For Entrepreneurs & Small Businesses
    - Mar. 10-12: 2026 IDA + CDA Place Matters
    - Mar. 14: Friends of Lincoln Park Monthly Clean Up
    - Mar. 17: Mug to Mug: Panama International Restaurant
    - Mar. 21-22: KASSO Fest: Skate & Sound
    - Mar. 21: DTLB Live! A Night of Irish music & dancing
    - Apr. 7: Paws on the Promenade
    - Apr. 11: DTLB Art + Design Walk
    - Apr. 18: DTLB Live!
  - b. Social Media, Digital Marketing & Communications Analytics: February Media Coverage
    - Downtown Long Beach
      - 847 mentions (↓7%) across major outlets (e.g., NBC Los Angeles, LA Times, Daily Breeze). Coverage topics: World Cup celebrations, Attune, KASSO Fest, and more. Ad equivalency: \$29.7M
    - Downtown Long Beach Alliance (DTLB Alliance)
      - 31 mentions (↓59%) in outlets including Press-Telegram, Long Beach Post, and Signal Tribune. Coverage topics: Loiter Galleries Glo Up, DTLB Art + Design Walk, DTLB Live!, and more. Ad equivalency: \$1.2M
    - Social Media Stats
      - Total followers increased from 125,902 to 126,356
      - Growth Highlights: Instagram (+393), Threads (+7), TikTok (+82), LinkedIn (+12)
      - Minor declines: Facebook (-34), Twitter/X (-6)
  - c. Update on Ongoing Marketing & Communications Campaigns



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- Downtown Scene Newsletter February
  - DTLB Live!
  - Paws on the Promenade
  - Black History Month
  - DTLB Art + Design Walk
  - The Education Series
  - Clean & Safe Team
- d. Executive Update – will be given at next meeting when Ahumada returns
4. Discussion Topic: CDA + IDA Breakout Session Worksheet
- a. Morris led a workshop exercise in preparation for the upcoming CDA + IDA conference, guiding committee members through a [draft worksheet](#) designed to help BIDs develop storytelling and marketing campaign ideas.
  - b. Committee members participated in the exercise and provided feedback on the worksheet and overall workshop structure.
5. Working Group Breakout Sessions
- a. Waterfront Neighborhood Reels Project (Cristales, Tir, Michel, Neal)
    - The group recently completed a video featuring the Love Locks, along with capturing additional content during a Harbor Breeze tour.
    - Upcoming content includes a potential feature on Jolly Sailing to support visibility, as well as planned videos at Parker's and other waterfront businesses/experiences.
    - The group continues outreach to additional businesses (e.g., swan boat rentals) and is coordinating future content opportunities.
  - b. East Village + North East Village Awareness Project (La Rosa, Ayala, Smith, Brainard, McPherson)
    - The group is conducting outreach and building connections within the East Village and North East Village.
    - Plans are underway to organize focus groups in both neighborhoods to gather input from residents and businesses, with the goal of completing outreach within the next month.
6. Old Business
7. New Business
8. Public Comment (three minutes on all non-agenda items)
9. Adjournment
- Adjourned at 5:09PM.

### NEXT MARKETING & COMMUNICATIONS COMMITTEE MEETING:

**Wednesday, April 1, 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***



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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.