



**DOWNTOWN
LONG BEACH
ALLIANCE**

MEMBERS

Ryan La Rosa, Chair

Claudia Ayala, V. Chair

James Tir

Whitney Neal

Patrick Michel

Ashley Rheame

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, April 1, 2026
4:00 PM

DTLB Alliance Conference Room

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

Present: Ryan La Rosa, Claudia Ayala, James Tir, Patrick Michel, Ashley Rheame, Alex McPherson

Absent: Whitney Neal, Denny Cristales, Sarah Brainard

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

1. Call to Order – Ryan La Rosa, Chair
[Meeting Presentation](#). Called to order at 4:04PM.
2. **ACTION: Approval of Minutes from [March 4, 2026 Marketing & Communications Committee Meeting](#).**
MOTION: 1st: Tir; 2nd: Rheame.
VOTE: None opposed. One abstained. Motion passes.
3. Staff Report
 - a. Upcoming Events
 - Apr. 2: Brokers by the Beach at Resa
 - Apr. 7: Paws on the Promenade
 - Apr. 11: DTLB Art + Design Walk
 - Apr. 17-19: Acura Grand Prix
 - Apr. 18: DTLB Live!
 - Apr. 18: Grand Opening at Calavera Studio
 - b. Social Media, Digital Marketing & Communications Analytics: February Media Coverage
 - Downtown Long Beach
 - 1.38K mentions (↑51%) across major outlets (e.g., CBS News, LA Times, Racer Magazine). Coverage topics: Long Beach Amphitheater Grand Opening, Dirty Birds expansion, Royal Indian Curry House opening, and more. Ad equivalency: \$32.3M
 - Downtown Long Beach Alliance (DTLB Alliance)
 - 245 mentions (↑158%) in outlets including Patch, Signal Tribune, and Grunion Gazette. Coverage topics: Long Beach Lights installation, PitchFest, DTLB Live!, and more. Ad equivalency: \$1.3M
 - Social Media Stats
 - Total followers increased from 126,356 to 126,870
 - Growth Highlights: Instagram (+427), Threads (+18), TikTok (+56), LinkedIn (+34)
 - Minor declines: Facebook (-5), Twitter/X (-16)
 - c. Update on Ongoing Marketing & Communications Campaigns
 - Downtown Scene Newsletter March
 - DTLB Live!
 - Paws on the Promenade
 - Women's History Month



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- DTLB Art + Design Walk
 - The Education Series
 - Locale Mag: Spring Staycation Campaign
 - Place Matters: Revitalizing Perception Through Place Branding
- d. Executive Update – will be given at next meeting when Ahumada returns
4. Working Group Breakout Sessions
5. Working Group Updates
- a. Waterfront Neighborhood Reels Project (Cristales, Tir, Michel, Neal)
- The group recently completed videos featuring the Queensview Steakhouse and Jolly Sailing.
 - Cristales is working on getting a historical perspective on the Yardhouse, as the one in Long Beach is the first Yardhouse.
 - Tir is working on a video showcasing the walkability of Downtown, specifically paths from the Aquarium of the Pacific to Shoreline Village or the Lighthouse.
 - Michel is continuing to film promotions for the various boating activities in Downtown, planning on showcasing the swan boats, harbor tours, whale watching tours, and the upcoming seasonal return of the Aqua Link.
 - Neal is working on a tour through Istanbul Home.
- b. East Village + North East Village Awareness Project (La Rosa, Ayala, Smith, Brainard, McPherson)
- The group has come up with a tentative date for their East Village Focus Group: April 29th at 5:30pm at District Wine.
 - Candidates for the focus group are being selected via email campaigns, in-person visits from members of this subcommittee, and phone interviews La Rosa is conducting.
 - La Rosa expects to have a report by the next committee meeting to share the results of those conversations.
6. Old Business
7. New Business
8. Public Comment (three minutes on all non-agenda items)
9. Adjournment
Adjourned at 4:44PM.

NEXT MARKETING & COMMUNICATIONS COMMITTEE MEETING:

Wednesday, May 6, 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. 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.