MARKETING & COMMUNICATIONS COMMITTEE
AGENDA

Monday, January 6, 2019
4:30 PM
DLBA Conference Room
100 W. Broadway, Ste. 120
Long Beach, CA 90802

1. Call to Order – Alishia Holmes-Watson, Chair

2. ACTION ITEM: Approval of Minutes from November 4, Meeting

3. Staff Report – Broc Coward, COO 15 Minutes
   A. DLBA Marketing and Communications Report (Nicole Hatley, VoxMagneta)
      i. Review of New Year’s Eve at the Waterfront
      ii. Introduce the “Empower People” Campaign
      iii. Introduce DLBA’s Annual Report and Outreach
   B. DLBA Unfiltered Contest Update (Lauren Mayne, Social Media and Digital Marketing Coordinator)

4. Chairperson’s Report – Holmes-Watson 45 Minutes
   A. Working Group Breakout Sessions
      i. Video Series Articulating DTLB’s Values
      ii. Single Page Quick view sheets of DLBA values
      iii. Establish new generation of downtown advocates
   B. Working Group Next Steps

5. Old Business

6. New Business

7. Public Comment (three minutes on all non-agenda items)

8. Adjournment

NEXT MARKETING COMMITTEE MEETING:
February 3, 2020
4:30 PM
DLBA Conference Room
100 W Broadway, Suite 120
Long Beach, CA  90802

Mission: Cultivate, preserve and promote a healthy, safe and prosperous Downtown

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@dlba.org. Agenda items may also be reviewed as posted in public view at the DLBA 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.