1. **Call to Order** – Alishia Holmes-Watson, Chair
   Meeting called to order at 4:40pm

2. **ACTION ITEM: Approval of Minutes from November 4, Meeting**
   1st: Delorenzis. 2nd: Mandala. None opposed, no abstentions. Motion carries.

3. **Staff Report – Broc Coward, COO**
   - **DLBA Marketing and Communications Report (Nicole Hatley, VoxMagneta)**
     i. Review of New Year’s Eve at the Waterfront – Event was promoted through all social media channels and was boosted on Facebook and Instagram, there was a 14% click rate on the ads. Mayne was able to target a specific audience through the boost posts. Only event in the immediate area that offers a family friendly experience and an East Coast countdown. Mayne was also about to promote other events that were happening in the Waterfront, as well as other events throughout Downtown. Attendance had an increase from 1,400 in 2019 to 2,000 in 2020, overall there was a large amount of families of all ages.

   - Committee members suggestions: partnering with Parks and Recreation Department, by posting in their event booklet. And developing marketing materials sooner to committee members for distribution. Committee members can help by reposting or sharing social media posts made by DLBA to get maximum coverage.

   - **Question:** Committee questions if there is a next level in marketing strategy, and something to shoot for next year? Answer: There is a potential to target school districts next year with collateral and information students can take home to parents.

     ii. Introduce the “Empower People” Campaign – Collateral has been created, both A-frame signs to be placed outside of retail and small brochures to be handed out. A-frame signs would be placed in front of various “quickie mart” type stores like, Rite Aid, CVS and 7-11. The campaign is to inform individuals on how to help the homeless population in more constructive ways. Panhandling is legal, but there are other ways to help the homeless population. DLBA will take on the task of tracking data with donation partners to see if there is an increase or rise in the amount of donations. The brochure touches on aggressive panhandling, which warrants a call to PD.
iii. Introduce DLBA’s Annual Report and Outreach – A yearly booklet that discusses our achievements and highlights of the year. DLBA will be mailing out copies to City and neighborhood partners in the coming weeks, a digital copy of the annual report can be viewed here.

B. DLBA Unfiltered Contest Update (Lauren Mayne, Social Media and Digital Marketing Coordinator) – Photos were on display at Fingerprints through January 5, visitors were able to vote for a fan favorite using a QR code. 230 votes were collected for fan favorite and the winner will be announced once the winner has been contacted. The photos will be moved from Fingerprints to the DLBA offices and will be on display for a year.

   A. Working Group Breakout Sessions
   i. Video Series Articulating DTLB’s Values – committee was given a quick survey to decide on the segment topics. DLBA is working on getting a script outlined for the next committee meeting and hopes to shoot the first segment in February.
   ii. Single Page Quick view sheets of DLBA values – Coward and Hatley will be taking this on, the DLBA feels it is best suited as a staff project, but they will be looking to the committee for advice and feedback. It will focus on achievements and highlights of the DLBA over the past 10 years.
   iii. Establish new generation of downtown advocates – committee and DLBA need to determine the format for this group, and ultimately how the group will be structured. Committee brainstorming: will the group be focused on young advocates or new advocates of all ages. Events can be geared towards certain age groups, and all advocates will find their way to the events that peak the most interest for them. Having a mix between curated events and meet ups at existing events will help to maximize attendance. Stuart suggests an “influencer group” and bring social media into the mix, getting people with a large social media following will help to bring more people to Downtown.

B. Working Group Next Steps

5. Old Business
6. New Business
7. Public Comment (three minutes on all non-agenda items)
8. Adjournment

Meeting adjourned at 5:46pm.

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.

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