MARKETING & COMMUNICATIONS COMMITTEE
MINUTES

Monday, February 3, 2019
4:30 PM
DLBA Conference Room
100 W. Broadway, Ste. 120
Long Beach, CA 90802

Voting Present: Alishia Holmes-Watson, Jane Delorenzis, Aimee Mandala, Vanessa Nunez, Cameron Andrews
Voting Absent: Markel Ringer, Johanna Cunningham, Stuart Takehara
DLBA Staff: Kraig Kojian, Monica Morrill, Lauren Mayne, Nicole Hatley

1. Call to Order – Alishia Holmes-Watson, Chair
Meeting called to order at 4:42pm.

2. ACTION ITEM: Approval of Minutes from January 6, 2020 meeting.
1st: Mandala. 2nd: Andrews. None opposed, no abstentions. Motion carries.

3. Staff Report
   A. DLBA Marketing and Communications Report - Nicole Hatley, VoxMagneta –
   Candidate Forum for Council District 2, was held on January 30 at Elinor.
   Hatley is working with DLBA staff and Events Committee to update and re-
   work the sponsorship deck. Signage throughout Downtown, that lists
   upcoming events, will be updated in the coming weeks.
   B. DLBA Social Media Report - Lauren Mayne, Social Media & Digital Marketing
   Coordinator – Mayne has been promoting through social media channels and
   has seen the biggest reach for grand opening and Second Saturday Art Walk
   posts. Overall reach and stats are lower when compared to December, this is
   due to the large rise in events during the Holiday season.

   A. Review of Marketing and Communications Dashboard
   B. Working Group Breakout Sessions and Next Steps
      i. Video Series Articulating DTLB’s Values – Video Concept: DTLB Culinary
         Culture – attached document is a concept timeline for a potential video
         series. Committee suggests the following: highlighting three restaurants
         that are participating in a Taste of Downtown, and interview owner or
         manager. If not at Taste of Downtown, could highlight three restaurants,
         one new, one well established and one unique dining experiences.
      ii. Establish new generation of downtown advocates – Committee has
         collectively decided to keep this open to all ages, do not want to put a
         limitation on potential advocates. Will be formatted as a “Meet-Up” a
         group of individuals who want to get more involved in the Downtown
community. Group will be attending existing meetings, DLBA events and other events hosted by various entities throughout Downtown. Attending both fun/social events as well as networking or public policy events will keep the group well rounded and the most involved in the culture of Downtown.

5. Old Business
6. New Business
7. Public Comment (three minutes on all non-agenda items)
8. Adjournment
   Meeting adjourned at 5:37pm.

NEXT MARKETING COMMITTEE MEETING:
March 2, 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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