



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

Alishia Holmes-Watson,  
Chair

Johanna Cunningham, Vice  
Chair

Cameron Andrews

Jane Delorenzis

Aimee Mandala

Vanessa Nunez

Markel Ringer

Stuart Takehara

James Ahumada

**DLBA Staff:**

Broc Coward, COO

Samantha Mehlinger,  
Communications Manager

Lauren Mayne, Social Media  
& Digital Marketing Coord.

## MARKETING & COMMUNICATIONS COMMITTEE MINUTES

Monday, July 6, 2020  
4:30 PM

Voting Present: Alishia Holmes-Watson, Johanna Cunningham, Cameron Andrews, Aimee Mandala, Vanessa Nunez, Stuart Takehara, James Ahumada

Voting Absent: Jane Delorenzis, Markel Ringer

DLBA Staff: Broc Coward, Monica Morrill, Sam Mehlinger, Lauren Mayne

1. Call to Order – Alishia Holmes-Watson, Chair  
Meeting called to order at 4:32 PM. [Meeting Presentation](#).
2. **ACTION ITEM: Approval of Minutes from [May 4, 2020](#) meeting.**  
**1<sup>st</sup>: Andrews. 2<sup>nd</sup>: Nunez. Mandala not present for vote. None opposed, no abstentions. Motion carries.**
3. Staff Report – Welcome to new committee member James Ahumada, works for Cal State Long Beach. Lives in Downtown and is excited to contribute to the Committee and the DLBA.
  - A. Marketing and Analytics: *slides 6-17 presented*
  - B. Media Coverage: *slides 18 & 19 presented* – Takehara: are the spikes in the TrendKite report during the time of the civil unrest and riots in Downtown? Yes, there was several media outlets reaching out during this time for quotes and information on the events following May 31.
  - C. Business Resources: *slides 20-25 presented*
  - D. Marketing Budget: *slide 26 presented*
4. Chairperson's Report – Holmes-Watson
  - A. Review of Marketing and Communications Dashboard: *slide 29 presented* – Dashboards usually focus on working group and committee goals, but with those on hold, we can focus on the financial aspect. Dashboard currently reflects the emergency budget put in place after the original COVID 19 shutdowns, we are currently under budget, but will quickly catch up before the close of the fiscal year in September.
  - B. Review of Working Group Goals: *slides 30 & 31 presented* – with things changing weekly and even daily, it has been a challenge for working groups to keep moving forward. What can we work on over the next 3 or 6 months that can move us into the next fiscal year, and jump start the working groups for the upcoming year.
    - i. Video Series
      - Mehlinger: Investing in videos, which tend to reach a broader market and there is more of an opportunity for people to interact with them and for them to go viral. The content of the videos is



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still up for discussion, but we should be focusing on safety and current events the best we can.

- Andrews: Open streets are going to be with us through at least October 31, focusing on that with an element of safety could reinforce the idea that Downtown is open and safe for residents and visitors. Focusing on the al fresco concept.
- Cunningham: restaurants could offer a dinner package or special and be featured in a video, where are we sharing the videos? And where are we getting the most reach? We are sharing our videos across all social media channels, Facebook and Instagram get the most views and interactions.
- Mandala: Videos could focus on personal stories of business owners, bring a sense of person and the connection to residents and visitors.
- Holmes-Watson: could we provide updated COVID cases for just the Downtown? Market to residents that Downtown is open and taking the proper safety protocols. Mehlinger will investigate the information and see if this would be beneficial for us to promote.
- Mehlinger: DLBA is working on producing an interactive map, showing all businesses that are open for outdoor dining and all businesses that have parklets.

ii. Establish new generation of downtown advocates

5. Old Business
  6. New Business
  7. Public Comment (three minutes on all non-agenda items)
  8. Adjournment
- Meeting adjourned at 5:39 PM.

**NEXT MARKETING COMMITTEE MEETING:**

**August 3, 2020**

**4:30 PM**

***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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