



**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.

100 West Broadway, Ste 120
Long Beach, CA 90802
T: 562.436.4259
F: 562.437.7850

MARKETING & COMMUNICATIONS COMMITTEE AGENDA

Monday, August 3, 2020

4:30 PM

Zoom Conference Link:

<https://us02web.zoom.us/j/89653979792?pwd=Q25ZTHVWVWHDlYUjCamVlN0J0d2xWUT09>

Instructions for Zoom Call:

1. Please click link above to join the meeting
2. Once there, you may be in the “waiting room” until the Host joins and invites you in
3. Once invited in, you will be prompted to choose phone or computer audio
 - a. if you select phone audio:
 - i. you will see a window that offers call -in numbers. Any one of them will work.
 - ii. you will then be prompted to enter both the meeting ID # and your personal ID# which will be displayed on your computer screen
 - b. If you select computer audio, you will automatically be entered into the meeting

1. Call to Order – Alishia Holmes-Watson, Chair
2. **ACTION ITEM: Approval of Minutes from [July 6, 2020](#) meeting**
3. Staff Report 30 Minutes
 - A. Marketing and Analytics
 - B. Marketing Campaign – Dine Out DTLB
 - C. Media Coverage
4. Chairperson’s Report – Holmes-Watson 30 Minutes
 - A. Review of Marketing and Communications Dashboard
 - B. Review of Working Group Goals
 - i. Video Series
 - 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

NEXT MARKETING COMMITTEE MEETING:

September 7, 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.

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.