MARKETING & COMMUNICATIONS COMMITTEE MINUTES

Monday, August 3, 2020
4:30 PM

Voting Present: Alishia Holmes-Watson, Johanna Cunningham, Cameron Andrews, Aimee Mandala, James Ahumada
Voting Absent: Jane Delorenzis, Vanessa Nunez, Markel Ringer, Stuart Takehara
DLBA Staff: Broc Coward, Monica Morrill, Sam Mehlinger, Lauren Mayne, Kraig Kojian

1. Call to Order – Alishia Holmes-Watson, Chair
Meeting called to order at 4:35 PM. Meeting Presentation.

2. ACTION ITEM: Approval of Minutes from July 6, 2020 meeting.

3. Staff Report
A. Marketing and Analytics – slides 8-15 presented
B. Marketing Campaign – Dine Out DTLB – slides 17-20 presented – interactive map for Dine Out DTLB can be viewed on the website here.
   • Andrews – can restaurants go in and update information or do they need to reach out to DLBA staff to make an update? Map needs to be updated by DLBA staff, through email or form online.
   • Cunningham – Who is producing the video? LB Post, with direction form DLBA.
   • Andrews – What is the cost for each media outlet? Long Beach Post is $5,600, and Southern California News Group is $1,000 for banner ads and impressions for one month.
   • Andrews – Knowing that the parklet initiative ends on October 31, is DLBA in discussions with the City of LB about extending the initiative? Yes, Kraig Kojian and Austin Metoyer are starting those discussions.

Next steps: Shop DTLB – Looking for suggestions on logo and potential campaigns.
   • Holmes-Watson – a map would be nice, but separate from Dine Out DTLB map
   • Ahumada – is Dine Out DTLB established? We are still in the building stages, but once we launch the media campaign, it will gain more traction.
   • Mandala – Keeping the logo is ideal, easy to identify. Having categories for retail, to easily identify which are open for browsing vs curbside pickup only. Keep Dine Out DTLB and Shop DTLB separate would make it easier to navigate.
   • Andrews – Stick with the current logo and change out the text.
C. Media Coverage – slides 22 & 23 presented

   A. Review of Marketing and Communications Dashboard – we are currently running under budget, but that will balance out when we start the upcoming advertising with LB Post and So Cal News Group.
      - Kojian – DLBA and other BID’s throughout the City of Long Beach with be receiving money through the CARES act, with a reduced budget for the upcoming 2020/21 fiscal year, DLBA will be able to put this money towards COVID related funding and projects.
   B. Review of Working Group Goals
      i. Video Series – slides 27-29 presented
         - Ahumada – get some footage of people near murals Downtown, since this is an activity that can get individuals Downtown. Also getting some shots of retail and people shopping with social distancing in place.
      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 5:34 PM.

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.

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