



**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, 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.**  
**1<sup>st</sup>: Andrews. 2<sup>nd</sup>: Ahumada. None opposed, no abstentions. Motion carries.**
  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 from 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.



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- C. Media Coverage – *slides 22 & 23 presented*
  4. Chairperson's Report – Holmes-Watson
    - 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 will 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.

E-Mail correspondence regarding agenda items can be directed to [info@dlba.org](mailto: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.