



**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, September 14, 2020

4:30 PM

Voting Present: Alishia Holmes-Watson, Johanna Cunningham, Cameron Andrews, Vanessa Nunez, Jane Delorenzis, James Ahumada

Voting Absent: Stuart Takehara, Aimee Mandala, Markel Ringer

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

1. Call to Order – Alishia Holmes-Watson, Chair
Meeting called to order at 4:31 PM. [Meeting Presentation](#).
2. **ACTION ITEM: Approval of Minutes from [August 3, 2020](#) meeting.**
1st: Cunningham. 2nd: Delorenzis. None opposed, no abstentions.
Motion carries.
3. Staff Report
 - A. Marketing and Analytics – *slides 7-14 presented*
 - Cunningham: what is the difference between an open rate and click rate? Open rate is the percentage of individuals opening the email, where the click rate is the percentage of individuals clicking or opening an embedded link or photo within the email.
 - Cunningham: in terms of social media, what is an engagement? Could be several things, but it considered an action made by a follower, so it could be a like, comment or share.
 - Taste of Downtown will now have a standard link for all upcoming events, bit.ly/TasteDTLB, which will make it easier to access the events. Event information is also being shown on the digital billboard near Worthington Ford, the Convention Center, and the Edison Theatre.
 - Holmes-Watson: Have you had any feedback about technical difficulties or participation issues (regarding TOD)? Number one issue we have had is with the link, typically it takes you to the about portion of the event instead of the discussion or live portion. All links moving forward will link directly to the discussion page for user friendly viewing.
 - B. Marketing Campaign: Support DTLB – *slides 16-20 presented*
 - C. Website Updates – *slide 22 presented*
4. Chairperson's Report – Holmes-Watson
 - A. Review of Marketing and Communications Dashboard – *slide 25 presented*



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B. Review of Working Group Goals – *slide 26 presented* – DLBA staff with work with Holmes-Watson to develop obtainable and measurable goals, they will then be presented to the committee at the October meeting.

5. Old Business
6. New Business
7. Public Comment (three minutes on all non-agenda items)
8. Adjournment
Meeting adjourned at 5:24 PM.

NEXT MARKETING COMMITTEE MEETING:

**October 5, 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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