



**DOWNTOWN
LONG BEACH
ALLIANCE**

Melissa Infusino, Chair
Nicole Hatley, Vice Chair
Loara Cadavona
Jane Delorenzis
Alishia Holmes
Cassandra Leeman
Lauren Provence
Stuart Takehara

DLBA Staff:
Christina Mancebo,
Marketing &
Communications Manager

Jennifer Arenas, Social
Media & Digital Marketing
Manager

Crystal Angulo, Events &
Development Manager

1.38 Un-Square Miles

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

MARKETING & COMMUNICATIONS COMMITTEE AGENDA

**Thursday, October 11, 2018
4:30 PM
DLBA Conference Room
100 W Broadway, Suite 120
Long Beach, CA 90802**

1. Call to Order – Melissa Infusino, Chair
2. **ACTION ITEM:** Approval of Minutes from [September 4](#) meeting
3. Chairperson's Report – Infusino, Chair 40 mins
 - A. Establish Committee Expectations, Responsibilities and Meeting Structure
 - B. Review and Discuss DLBA Strategic Plan and 2018-19 Goals Creation
4. Staff Report 10 mins
 - A. Welcome/Introductions - Christina Mancebo, Marketing & Communications Manager; Crystal Angulo, Events & Development Manager; Jennifer Arenas, Social Media & Digital Marketing
 - B. Dashboards – Christina Mancebo, Marketing & Communications Manager
5. Old Business
6. New Business
7. Public Comment (three minutes on all non-agenda items)
8. Adjournment

NEXT MARKETING COMMITTEE MEETING:

November 6, 2018

4:30 PM

**DLBA Conference Room
100 W Broadway, Suite 120
Long Beach, CA 90802**

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.