



**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

## MARKETING & COMMUNICATIONS COMMITTEE AGENDA

**Thursday, October 11, 2018**

**4:30 PM**

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

Voting Present: Loara Cadavona, Melissa Infusino, Stuart Takehara, Nicole Hatley, Cassandra Leeman

Voting Absent: Jane D, Lauren Provence

Guests: Sergio, Shoreline Village

DLBA Staff: Christina Mancebo, Jennifer Arenas, Crystal Angulo, Melissa Wilson

1. Call to Order – Melissa Infusino, Chair

Meeting called to order at 4:30pm

2. **ACTION ITEM:** Approval of Minutes from [September 4](#) meeting. 1<sup>st</sup> Takehara. 2<sup>nd</sup> Hatley. None opposed or abstentions.

3. Chairperson's Report – Infusino, Chair

- A. Establish Committee Expectations, Responsibilities and Meeting Structure

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- B. Review and Discuss DLBA Strategic Plan and 2018-19 Goals Creation

Infusino – there should be a discussion and “buy in” from the committee regarding year-long goals. The suggested actions from the strategic plan are

- D3.1 - Work to increase sponsorship and increase revenue from events
- E3 – Work to establish a new generation of advocates for Downtown and urban vitality
- E3. 1 – Develop and implement an outreach and engagement plan

The committee discussed roles and responsibility in relation to the goals, noting each member of the committee has different strengths. Infusino requested staff bring back a clearer/more defined audience as noted in E3.1.

Infusino noted the committee should review the sponsorship deck and events and provide feedback by the next meeting. The discussion at the next meeting will be focused on the sponsorships and Shop Small Saturday.

Sponsorship goal is \$45,000.

4. Staff Report

A. Welcome/Introductions - Christina Mancebo, Marketing & Communications Manager; Crystal Angulo, Events & Development Manager; Jennifer Arenas, Social Media & Digital Marketing  
Mancebo, Angulo, Arenas gave an overview of their positions, tenure at DLBA, and ongoing projects and responsibilities.

B. Dashboards – Christina Mancebo, Marketing & Communications Manager

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5. Old Business

6. New Business

Mancebo reviewed the Unfiltered Contest, which is a free photography contest focused on Downtown specific photos.

7. Public Comment (three minutes on all non-agenda items)

8. Adjournment

Meeting adjourned at 5:34pm.

**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.

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