MARKETING & COMMUNICATIONS COMMITTEE
MINUTES

Monday, October 14, 2019
4:30 PM
DLBA Conference Room
100 W. Broadway, Ste. 120
Long Beach, CA 90802

Voting Present: Alishia Holmes-Watson, Johanna Cunningham, Cameron Andrews, Jane Delorenzis, Aimee Mandala, Vanessa Nunez
Voting Absent: Melissa Infusino, Stuart Takehara, Lauren Provence
Guests: Pat Welch
Staff: Broc Coward, Nicole Hatley, Lauren Mayne, Monica Morrill

1. Call to Order – Alishia Holmes-Watson, Chair
   Meeting called to order at 4:34pm. Meeting Presentation

2. ACTION ITEM: Approval of Minutes from August 6, 2019 Meeting
   1st: Cunningham 2nd: Mandala. None opposed, no abstentions. Motion carries.

3. Staff Report – Broc Coward
   A. Marketing & Communications Budget and Dashboard (Slide 4 & 5)
     - The budget was approved by the 2018-2019 Board of Directors. The Marketing Department has an overall budget of $278,015 and the committee get a portion of that budget to go towards committee goals and working groups.
     - The budget breaks down into subcategories, including but not limited to the following: Advertising/Promotions, Stakeholder Outreach/Public Relations, Annual Report, Website Development and Professional Development.
     - Each department has its own budget, but there can be cross-over between department spending.
     - Website development: DLBA website has gone through the first phase of updates to make it more user friendly and easy to access. The website will go through a second phase of updates in the coming months.
     - Dashboard (slide 5) – are outward facing documents to the public, primary use is for Executive Committee, Programming Committees and staff. All dashboards are one month behind, based on financial health due to invoices. Committee goals are featured on dashboard to show the milestones that have been accomplished by the working groups. DLBA wants to make sure that Committee goals are tangible and measurable, and milestones are clear. The new dashboard for 2019-20 will be ready by early December.

Marketing Committee Members:
Alishia Holmes-Watson, Chair
Johanna Cunningham, Vice Chair
Cameron Andrews
Jane Delorenzis
Melissa Infusino
Aimee Mandala
Lauren Provence
Vanessa Nunez
Stuart Takehara

DLBA Staff:
Broc Coward, COO
Nicole Hatley, VoxMagneta
Lauren Mayne, Social Media & Digital Marketing Coord.
• Delorenzis points out Promoting our Brand on the Dashboard as being a huge part of this department and committee. DLBA is constantly working on the organizations brand, but also working on the brand of Downtown. We want the DLBA brand to be recognizable, and in conjunction with the Downtown brand.

B. DLBA Marketing and Communications Report
• Recent wins and a general review of what Marketing Department has been working on: eScooter coverage with ABC7 local correspondent Rachel. Discussed the rules of the road for Downtown and specifically in the business district. Coward was interviewed and video can be seen here. DLBA uses a software called TrendKite to track all media mentions and gives them a monetary value.
• Q2 Office Report – working on press release, Economic Development was part of an article in the Long Beach Business Journal, Austin Metoyer and Morris Mills are part of a working group for filling vacant retail spaces Downtown.
• Upcoming project with the Long Beach Business Journal, DLBA will be partnering with them to develop a Downown issue for December.
• Unfiltered photo contest. Traffic to the website is up 20% over last year. The 2018 contest brought in around 250 submissions, our goal for 2019 is to exceed that.
• Marketing Department sends out about 3-5 press releases a month that touch on a variety of DLBA departments.

C. DLBA Social Media Reach (slide 8)
• Algorithms are constantly changing, and business accounts/personal accounts are run differently, and have different algorithms. Slide 8 reflects six months of data for DLBA social media pages. Of note, Facebook Impressions has a typo, the correct number should reflect at 678,282.
• Andrews suggests – the potential to compare our social media following to other BID’s across the state or country. Marketing is hoping to work with other BID’s to see where they may be succeeding and areas, they may be falling short. The International Downtown Association (IDA) is a great resource for BID’s to contact each other and compare data.

   A. Review of Committee’s Goals – Hatley
      i. Video Series Articulating DTLB’s Values (slide 9-10)
         • Suggestion to establish a broadcasting series. The working group would be responsible for determining different topics, and the series would be featured on YouTube, DLBA website and other DLBA social media accounts. Goal would be to establish a format for the videos.
         • A broadcasting format would be more budget friendly for the committee and the Marketing Department. Videos don’t need to be lengthy to make an impact or tell a story.
         • Delorenzis suggests – partnering with local Downtown TV channel.
         • Andrews suggests – partnering with the Long Beach Convention and Visitors Bureau (CVB), target individuals attending conventions.
         • The goal of the committee and working group would be to help in developing the framework, such as establishing topics and developing scripts. Committee would also be involved in reviewing and providing feedback once DLBA has shot the video.
ii. Single Page Quick view sheets of DLBA values (**slides 11-12**)
   - One pager would be a way to quickly communicate to stakeholders DLBA’s overall vision is for the Downtown. One side of the sheet would be more informational, and fact based, and the other side would be more visual. This is an organization sheet, describing DLBA, but there is a potential for departmental sheets.
   - Holmes-Watson suggests - Testimonials from Downtown champions, business owners or residential stakeholders who are utilizing the services that DLBA is offering.
   - Mandala suggests - Testimonials for the broadcasting videos.

iii. Establish new generation of downtown advocates (**slides 13-14**)
   - How to establish a new generations of advocates Downtown?
     - Partnership with CSULB or LBCC, college students are all around Downtown, goal would be to get them to engage more.
     - Long Beach Young Professionals, relatively new group, but very large. The group is very involved in the community, would be a great resource or partnership.
     - Junior League would be another partnership possibility.
     - Welcome letter or packet, partner with local real estate agencies and/or building management. Have a welcome packet to give a warm introduction to DLBA and Downtown.
     - Partner with building managers to post a one sheeter, and post event collateral.
     - Partner with neighborhood associations.
     - Docent Program – Public Safety Committee is working on this program, great way for college students or high school students to be involved in

B. Working Group Assignments
   - Will engage with committee via email.

5. Old Business
6. New Business
7. Public Comment (three minutes on all non-agenda items)
8. Adjournment
   Meeting adjourned at 5:54pm

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**NEXT MARKETING & COMMUNICATIONS COMMITTEE MEETING**
November 4, 2019
DLBA Conference Room
100 W Broadway, Suite 120
Long Beach, Ca 90802

*Mission: Cultivate, preserve and promote a healthy, safe and prosperous Downtown.*