MARKETING & COMMUNICATIONS COMMITTEE
MINUTES

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

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

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

2. ACTION ITEM: Approval of Minutes from October 14, Meeting

3. Chairperson’s Report – Holmes-Watson
   A. Working group assignments
      i. Video Series Articulating DTLB’s Values
         • Values and information about Downtown and its different unique neighborhoods have the potential to become a video series, highlighting our Downtown map and bike map.
      ii. Single Page Quick view sheets of DLBA values
         • This has the potential to be one sheet or more, depending on the information gathered and working group discussion. Give committee members and stakeholders a chance to get to know the DLBA and what we do for stakeholders, and the Downtown as a whole. This becomes especially important when the PBID is up for renewal. Creating the best one-minute or five-minute elevator/speed pitch. DLBA Public Safety Committee is developing a docent program, being an advocate for Downtown, one-sheeeters would help with information and collateral that is passed out. Based on our Strategic Plan, have a running list or portion that highlights what projects and achievements have bettered the Downtown. What have we promised stakeholders, what did we deliver on and what did we miss over the last 10 years? Staff will boil down a list of subject matter from our strategic plan.
         • Other suggestions include business development, take numbers from our quarterly snapshot. Use information from our survey
results, such as the fact that 88% of people surveyed for our public safety survey would highly recommend Downtown Long Beach as a place to visit. Put an emphasis on what the DLBA is doing to support small business.

iii. **Establish new generation of downtown advocates**

- Young Professionals is the perfect place to pull inspiration from, DLBA is hoping to create a network of advocates by engaging a younger generation. YPN has taken many years to develop, we don’t want to replicate, but use them as an example for what we could achieve, and what works for the DLBA and Downtown. Networking events tend to be the most well attended and most enjoyed, with the potential to have an educational component or brief speaker. DLBA wants to focus on sustainability of the group, make the goals tangible. Opportunity to team up with other departments, such as Economic Development with 1 Million Cups, or Special Events with Taste of Downtown series. Hatley will come with a new set of goals and outline for this working group, at the next committee meeting.

B. Working Group Assignments

4. Staff Report – Broc Coward

A. DLBA Marketing and Communications Report (Nicole Hatley)

- **Marketing Highlights**
  - Working with Long Beach Business Journal on their annual Downtown addition for December, DLBA has reached out to Downtown stakeholders for advertising opportunities. Shop Small Saturday (November 30th), there will be welcome stations in East Village, Downtown Core and North Pine. MADE will act as a hub and will be a trolley stop to take shoppers to each neighborhood. Shop Small will also feature a Makers Mart in the East Village, put on by Make Collectives. Unfiltered Photo Contest has closed, judging panel will meet on November 13th to select finalist. Finalist will be presented in a gallery event at Fingerprints Records, where a reception will be held December 14th.

B. DLBA Social Media Reach (Lauren Mayne)

- **Unfiltered Photo submissions this year was 260 entries. We had a reach of over 74,000 and about 140,000 impressions on Instagram on this campaign. Overall traffic to the website was up 20% from last year’s contest. Social Media is proving to be the best avenue for getting information to visitors, with the Democratic Convention coming to town November 14-17th. Mayne will be pushing posts regarding our Downtown maps. DLBA Clean & Safe program will have the info kiosk set up in front of the convention center, passing out collateral to convention goers. DLBA is currently in the works/talks of activating the loop, maintenance is also being done to spruce up the area.**
5. Old Business
6. New Business
7. Public Comment (three minutes on all non-agenda items)
   Senator Lena Gonzales will be bringing back her Día De Los Muertos on
   November 8th from 6-9pm. Will take place at The Streets on the Promenade
   between 3rd & 5th.
8. Adjournment
   Meeting adjourned at 5:39pm.

FY2019/20 MARKETING COMMITTEE MEETING:
December 2, 2019
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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