



**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

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Long Beach, CA 90802  
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## MARKETING & COMMUNICATIONS COMMITTEE AGENDA

**Tuesday, November 6, 2018**

**4:30 PM**

**Common Grounds Conference Room  
145 W Broadway (Directly across the street from DLBA)  
Long Beach, CA 90802**

1. Call to Order – Melissa Infusino, Chair
2. **ACTION ITEM:** Approval of Minutes from the [October 11, 2018](#) Meeting
3. Chairperson's Report – Infusino, Chair 20 mins
  - A. Introduce Common Grounds Operations Manager, Cody Pospisil
  - B. Review 2018-19 Goals and Discuss Next Steps
4. Staff Report 40 mins
  - A. Dashboard Introduction – Christina Mancebo, Marketing & Communications Manager
  - B. Upcoming Events, Sponsorship Deck Review – Crystal Angulo, Events & Development Manager
  - C. Social Channels Overview – Jennifer Arenas, Social Media & Digital Marketing Manager
5. Old Business
6. New Business
7. Public Comment (three minutes on all non-agenda items)
8. Adjournment

### **NEXT MARKETING COMMITTEE MEETING:**

**December 4, 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](mailto: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.

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