



**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:

Jennifer Arenas, Social
Media & Digital Marketing
Manager

Crystal Angulo, Events &
Development Manager

1.38 Un-Square Miles

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MARKETING & COMMUNICATIONS COMMITTEE AGENDA

**Tuesday, December 4, 2018
4:30 PM
DLBA Conference Room
100 W. Broadway, Ste. 120
Long Beach, CA 90802**

1. Call to Order – Melissa Infusino, Chair
2. **ACTION ITEM:** Approval of Minutes from [November 6, 2018](#) Meeting
3. Chairperson's Report – Infusino, Chair 20 mins
 - A. Finalize 2018-19 Goals
4. Staff Report 40 mins
 - A. Dashboard Update: Social & Digital Marketing – Jennifer Arenas, Social Media and Digital Marketing Manager
 - B. Event Opportunities – Crystal Angulo, Events & Development Manager
 - C. Sponsorship Deck Review and Potential Sponsors for Taste of Downtown – Crystal Angulo, Events & Development Manager
5. Old Business
6. New Business
7. Public Comment (three minutes on all non-agenda items)
8. Adjournment

NEXT SCHEDULED MARKETING COMMITTEE MEETING:

January 1, 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.

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.

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