



**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

## MARKETING & COMMUNICATIONS COMMITTEE MINUTES

**Tuesday, December 4, 2018**

**4:30 PM**

**DLBA Conference Room**

**100 W. Broadway, Ste. 120**

**Long Beach, CA 90802**

**Voting Present:** Melissa Infusino, Nicole Hatley, Jane Delorenzis, Alishia Holmes, Cassandra Leeman, Stuart Takehara

**Voting Absent:** Loara Cadavona, Lauren Provence

**DLBA Staff:** Crystal Angulo, Jennifer Arenas, Cherisse Evans, Becky Hartung, Kraig Kojian

1. Call to Order – Melissa Infusino, Chair  
Meeting called to order at 4:34 PM.
2. **ACTION ITEM:** Approval of Minutes from [November 6, 2018](#) Meeting.  
**1<sup>st</sup>: Hatley. 2nd: Leeman. None opposed, no abstentions. Motion carries.**
3. Chairperson's Report – Infusino, Chair
  - A. Finalize 2018-19 Goals
    - Event Sponsorship
    - Advise and create an event evaluation template (more to finalize at January meeting)
    - Adopt an engagement and outreach plan targeting a new generation of Downtown advocates (in February go into more detail to define this goal).
4. Staff Report
  - A. [Dashboard](#) Update: Social & Digital Marketing – Jennifer Arenas, Social Media and Digital Marketing Manager  
May plan to present three separate dashboards in the future: one for Digital Marketing (which we would add metrics for “stories”, editorial vs actual users and paid vs organic users) one for Traditional/Print Marketing, and one for Events to make it easier to read and include more information.
  - B. Event Opportunities – Crystal Angulo, Events & Development Manager
    - [Summer and Music \(SAM\)](#) in partnership with DLBA has been putting on 3-4 events every summer for the last 10 years. For 2019, SAM is working on a sponsorship package for DLBA to review. Rather than DLBA being the main producer of the SAM events, they are asking DLBA to consider being the Top Sponsor for \$65,000. SAM would take on all the logistics and much of the work load that DLBA has done in the past. It would ultimately reduce the dollar amount DLBA spends on these events and save on staffing hours. Will know about what the DLBA deliverables would be once the sponsorship package is presented.

- KCRW-Summer Nights: DLBA has been approached by KCRW about having Downtown Long Beach be their next destination for their Summer Nights summer events, hosting 1-3 events. These events would cost approximately \$45,000 each. Broken down it is approx. \$24,000 KCRW production costs (\$19,000 if DLBA hires their own security and sound systems, etc.) with the remaining approx. \$20,000-\$25,000 being DLBA's production costs. Hoping for over 3,000 attendees per event. There is an opportunity for a larger community effort and reduction of costs by recruiting potential sponsorship partners such as CVB, Long Beach Museum, interTrend. There is already a strong foundation because of their involvement in POW!WOW! which would be an exciting connection to KCRW. KCRW would like to do three events in one month. DLBA would like to consider having one event per three consecutive summer months, featuring POW!WOW! during one of those months.
    - DLBA has \$68,000 budgeted for summer music events
    - Questions about what would be done differently if DLBA is a sponsor and not sole producer of SAM. How much input would DLBA have?
    - There is an interest in possibly holding on to Buskerfest (one of the SAM events) and still work with KCRW on their events or some combination of working with both.
    - DLBA staff would like the committee's input on which direction to take. Committee will have presentations from both KCRW and SAM at the February committee meeting. Many of the questions raised will hopefully be answered there. Hope to pass on to the committee any proposal information in advance of the presentations.
- C. Sponsorship Deck Review and Potential Sponsors for Taste of Downtown – Crystal Angulo, Events & Development Manager  
 Brainstorming ideas for Taste of Downtown sponsorship:
- Companies: California Restaurant Association, Beach City Food Tours, Scooter companies, Ride Yellow (cab), Portuguese Bend, Pedal Studio24hr Fitness, Crunch fitness, Grubhub (other food delivery companies), Uber/Lyft, Ballast Point (new spirit line Cut Water)
  - Would need to customize sponsorship packages for different types of donors
  - An idea to sell vendor sites (booths) at the events

5. Old Business
6. New Business
7. Public Comment (three minutes on all non-agenda items)
8. Adjournment  
Meeting adjourned at 5:37 PM.

**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](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.