MARKETING & COMMUNICATIONS COMMITTEE
AGENDA

Tuesday, February 5, 2019
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 December 4, 2018 Meeting

3. Chairperson’s Report – Infusino, Chair
   A. Review Committee’s Tasks to Achieve Committee’s Goals
      i. Sponsorship
         • Make introductions and warm welcomes
         • Provide feedback on event sponsorship deck
      ii. Event Evaluation
         • Review samples of event evaluations
         • Attend event and provide personal perspective
      iii. Create New Audience as DTLB Advocates

4. Staff Report
   A. Committee Dashboard Update – Jennifer Arenas, Social Media and Digital Marketing Manager
   B. Needs Assessment and Budget Analysis on Event Programming and Personnel - Kraig Kojian President and CEO
   C. Upcoming Opportunities - Kojian
   D. Review Draft Sponsorship Deck & Identify Potential Sponsors – Arenas

5. Old Business

6. New Business

7. Public Comment (three minutes on all non-agenda items)

8. Adjournment

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

NEXT SCHEDULED MARKETING COMMITTEE MEETING:
March 1, 2019
4:30 PM
DLBA Conference Room
100 W Broadway, Suite 120
Long Beach, CA 90802

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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