



**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
Nalysia Tea, Events
Coordinator

1.38 Un-Square Miles

100 West Broadway, Ste 120
Long Beach, CA 90802
T: 562.436.4259
F: 562.437.7850

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 15 mins
 - 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 45 mins
 - 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.

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.