



**DOWNTOWN
LONG BEACH
ALLIANCE**

Melissa Infusino, Chair
Nicole Hatley, Vice Chair
Loara Cadavona
Jane Delorenzis
Alishia Holmes
Cassandra Leeman
Lauren Provence
Stuart Takehara
Todd Lemmis

DLBA Staff:

Jennifer Arenas, Social
Media & Digital Marketing
Manager

Nalysia Tea, Events
Coordinator

MARKETING & COMMUNICATIONS COMMITTEE MINUTES

Tuesday, February 5, 2019

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, Loara Cadavona (phoned in but unable to vote)

Voting Absent: Lauren Provence, Stuart Takehara, Cassandra Leeman

DLBA Staff: Jennifer Arenas, Kraig Kojian, Nalysia Tea, Cherisse Evans

Guests: Sergio Gonzalez-Shore Line Village

1. Call to Order – Melissa Infusino, Chair
Meeting Call to Order at 4:38 PM
2. **ACTION ITEM: Approval of Minutes from [December 4, 2018 Meeting](#).
We did not have quorum for this vote. Tabled until next meeting.**
3. Chairperson's Report – [Presentation](#) Infusino, Chair
 - A. Review Committee's Tasks to Achieve Committee's Goals
 - i. Sponsorship
 - Make introductions and warm welcomes
 - Make those introductions to either Arenas or Kojian
 - Two potential sponsors that Arenas recently contacted: Park & Broadway and Ride Yellow
 - Provide feedback on event [Sponsorship Deck](#)
 - Some updates needed: adding more events and some key data points still missing
 - Continue to forward sponsorship deck feedback to Arenas via email
 - Break the deck down by industry to appeal to specific sponsors
 - Committee can help support by sending names that DLBA may approach regarding sponsorship and/or DLBA can share lists we have and see which committee members would like to reach out to names they know to make warm introductions.
 - We can include potential sponsors outside Long beach
 - Infusino mentioned reaching out to our Board of Directors at the next meeting to encourage those members to make warm introductions to Kojian and/or Arenas
 - ii. Event Evaluation ([Slides 4-12 presented](#))
 - Review samples of event evaluations
 - Get feedback from the committee about what metrics would be most useful in evaluating each event. This committee may not have time to evaluate events this year, but the goal is to

- get the evaluation process confirmed so it can be used by future committees
- The importance of evaluating DLBA signature events is to determine if they have achieved the goals set out and if they are worthy of continuing in the coming years. Need to understand the audiences we are trying to appeal to and measure their attendance at these events. Also look at how many visitors we attract to Downtown for these events and how local retailers and their sales are impacted.
- Need to also evaluate the marketing of the events to determine if we have elevated the profile of Downtown. How do they find out about the events? Also look at using metrics to market taxis, Uber/Lyft, scooters, bike share if we find that people are using these modes of transportation to get to events.
- Arenas will provide committee with these datapoints before the next meeting:
 - ✓ Budget
 - ✓ Spending on marketing/social media
 - ✓ Surveys of attendees and businesses (a list of survey questions)
 - ✓ Historical trends
 - ✓ Include a list of events
- Attend event and provide personal perspective
 - Arenas asked that committee members commit to attending one or two events during the year for anecdotal perspective.

iii. Create New Audience as DTLB Advocates

- Tabled this item until next meeting and decide how to make this goal more specific and measurable.

4. Staff Report

- A. Committee Dashboard Update – Jennifer Arenas, Social Media and Digital Marketing Manager
(Slides 14-15 presented)
- To Marketing-
 - Pull data to track what our top mentions are and where new followers are coming from.
 - Add tracking to measure success in gaining sponsorship.
 - To Events-
 - Track zip codes to see if our attendance is changing/are we bringing in new visitors to events. Add graphics to show demographics of people attending
- B. Needs Assessment and Budget Analysis on Event Programming and Personnel - Kraig Kojian
President and CEO
DLBA is in the process of conducting a needs assessment/budget analysis for the Marketing/Communications department. Some internal exercises have been done and now will meet with a couple of firms to look at the marketing, events and communications needs within the organization to see if out-sourcing has advantages or if keeping this work in-house is most effective.
- C. Upcoming Opportunities – Kojian

- Currently discussing KCRW Summer Nights series. With POW! WOW! taking place the 3rd week in July, we are looking at KCRW possibly producing a closing event. SAM will be producing their own summer events but may be able to bring KCRW and SAM together as well. We need to see if a collaboration will be a good fit. Once we have a partnership confirmed, there may be sponsorship opportunities with these events.

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

Meeting adjourned at 5:33 pm.

NEXT SCHEDULED MARKETING COMMITTEE MEETING:

March 5, 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.

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