



**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

1.38 Un-Square Miles

## MARKETING & COMMUNICATIONS COMMITTEE AGENDA

**Tuesday, March 5, 2019  
4:30 PM  
DLBA Conference Room  
100 W. Broadway, Ste. 120  
Long Beach, CA 90802**

1. Call to Order – Nicole Hatley, Vice Chair
2. **ACTION ITEM: Approval of Minutes from [December 4, 2018](#) and [February 5, 2019](#) Meetings**
3. Chairperson’s Report – Hatley, Vice Chair 15 mins
  - A. Review Committee’s Tasks to Achieve Committee’s Goals
    - i. Event Evaluation
    - ii. Create New Audience as DTLB Advocates (Tabled from last meeting); Discuss specifics of what this goal entails and how it will be measured and achieved
4. Staff Report - Jenn Arenas, Social Media & Digital Marketing Mgr. 30 mins
  - A. Update on KCRW/POW!POW!/SAM partnerships and opportunities
5. Old Business
6. New Business
7. Public Comment (three minutes on all non-agenda items)
8. Adjournment

**NEXT SCHEDULED MARKETING COMMITTEE MEETING:  
April 2, 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 contact the DLBA at (562) 436-4259.