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. 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.