



**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, March 5, 2019

4:30 PM

**DLBA Conference Room
100 W. Broadway, Ste. 120
Long Beach, CA 90802**

Voting Present: Nicole Hatley, Jane Delorenzis, Cassandra Leeman, Loara Cadavona, Todd Lemmis

Voting Absent: Melissa Infusino, Lauren Provence, Alishia Holmes, Stuart Takehara

Guests: Sergio Gonzalez- Shoreline Village

DLBA Staff: Jennifer Arenas, Cherisse Evans, Nalysia Tea, Mariah Hoffman

1. Call to Order – Nicole Hatley, Vice Chair
Meeting called to order at 4:43pm
2. **ACTION ITEM: Approval of Minutes from [December 4, 2018](#) and [February 5, 2019](#) Meeting (Tabled from last meeting)**
Motion to approve December 4th minutes: 1st Delorenzis. 2nd Leeman. None opposed, no abstentions. Motion carries. Motion to approve February 5th minutes: 1st Delorenzis. 2nd Hatley. None opposed, no abstentions. Motion carries.
3. Chairperson's Report – Infusino, Chair
 - A. Review Committee's Tasks to Achieve Committee's Goals
 - i. Event Evaluation
 - Arenas will provide the committee media and press data points as well as assets for Live After 5.
 - Delorenzis asked that DLBA provide the committee with an estimate for personnel/labor costs involved in producing Live After 5 and other events.
 - Tea gave a breakdown of the cost associated in producing Live After 5—event support, marketing, permits, rentals, entertainment, and event logistics.
 - Feedback from the committee:
 - Include the total number of people surveyed in interception and business surveys.

- The importance of evaluating the intercept and business survey results is to determine key takeaways of practices worthy of continuing and/or improved upon.
- Get feedback from the committee on Live After 5 business participation sent every month. The committee mentioned shortening email and/or rewording the copy to attract businesses to participant.
- Arenas will provide MailChimp data on open and response rates.
- A trolley map and drip campaign are scheduled on social media to promote entertainment and special offerings to drive traffic to participating businesses. Live After 5 collateral is distributed to local businesses, calendars, and community groups.
- Continue to work on community outreach to push collateral out to people who live and/or work in Downtown.

ii. Create New Audience as DTLB Advocates – Tabled for next meeting

4. Staff Report

A. Update on KCRW/POW!POW!/SAM partnerships

- i. KCRW did not provide a proposal to address hard numbers. They will provide those numbers on March 6 and will provide an update by next meeting.

5. New Business

- One Million Cups meets Wednesday, March 6 at 7:30am – 9:00am at CommonGrounds to engage, educate and connect local entrepreneurs.
- Start Up Grind LB Fireside Chat meetings Thursday, March 7 6:30pm – 9:30 pm to open the conversation with Ian Tingen CEO and founder of Power Level Productions, Long Beach. Ian will share with us his journey to become the successful entrepreneur.

6. Adjournment

Meeting was adjourned at 5:30pm

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.

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