



**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

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

## MARKETING & COMMUNICATIONS COMMITTEE AGENDA

**Tuesday, April 2, 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 [March 5, 2019 Meeting](#)**
3. Chairperson’s Report – Infusino 30 mins
  - A. Review Committee’s Tasks to Achieve Committee’s Goals
    - i. 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
    - ii. Department Dashboard
4. Staff Report – Broc Coward, DLBA COO 30 mins
  - A. Taste of Downtown - East Village (May 29 & 30) – Steve Sheldon, Epic Entertainment
  - B. POW!WOW! 2019 – Tokotah Ashcraft, intertrend Communications
  - C. Website Update and Social Media Analytics – Jenn Arenas, DLBA Social Media/Digital Marketing Manager
5. Old Business
6. New Business
7. Public Comment (three minutes on all non-agenda items)
8. Adjournment

**NEXT SCHEDULED MARKETING COMMITTEE MEETING:**  
**Tuesday, May 7, 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) 437-7850.