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