



**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, April 2, 2019

4:30 PM

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

**Voting Present:** Melissa Infusino, Nicole Hatley, Jane Delorenzis, Alishia Holmes-Watson, Cassandra Leeman, Loara Cadavona

**Voting Absent:** Lauren Provence, Stuart Takehara, Todd Lemmis

**Guests:** Tokotah Ashcraft -Pow! Wow! LB, Steve Sheldon- Epic Entertainment Group

**DLBA Staff:** Broc Coward, Jennifer Arenas, Nalysia Tea, Cherisse Evans

1. Call to Order – Melissa Infusino, Chair  
Meeting called to order at 4:36 pm.
2. **ACTION ITEM: Approval of Minutes from [March 5, 2019 Meeting](#)**  
**There was a call to make two amendments to the March 5<sup>th</sup> minutes. The first was to agenda item 1: Nicole Hatley, Vice Chair called the meeting to order. There was a motion to approve the [March 5 minutes as amended](#): 1<sup>st</sup> Delorenzis. 2<sup>nd</sup> Leeman. None opposed, no abstentions. Motion carries. The second change was to agenda item 3A: changing Delorenzis “offered to supply information” to “asked for more information regarding labor costs for the events.”**
3. Chairperson’s Report – Infusino
  - 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.  
**TABLED UNTIL NEXT MEETING.**
    - ii. Department Dashboard
      - a. The importance of keeping track of a committee’s dashboard in order to achieve and progress throughout the year.
      - b. Highlights, financial health, annuals,
      - c. Any feedback on the new design of the dashboard
      - d. Shared on the website, newsletter, social media, executive committee, and board members.
      - e. Infusino – the addresses topics to discuss on agenda for next month – look at dashboard and annual goals.
4. Staff Report – Broc Coward, DLBA COO

- A. Taste of Downtown - East Village (May 29 & 30) – Steve Sheldon, Epic Entertainment
- Looking for feedback/ideas from the committee to keep the Taste of Downtown events fresh
  - Identify and incorporate specific characteristics of each neighborhood to make each event unique. Add an interactive element. Locations: East Village, Pine Ave/Promenade, and Waterfront
  - Hold a community meeting for potential participants to discuss:
    - Present Taste of Downtown to local businesses as a marketing vs money-making opportunity
    - Any restaurant can participate, not just those in the event area.
    - Participants can work out of their restaurant space. If they chose to have a booth, they do not pay for rentals and permits – DLBA gets 60%/ businesses get 40% of event revenue
    - DLBA wants to encourage businesses to participate in all three tasting events by offering a tiered revenue split: one event=40/60, two events= 45/55, three events=50/50
    - Promote a variety of menu items from restaurants to minimize overlap OR if there is a plan to have similar foods, do a “battle” of the dishes
    - Smaller portions to encourage visitors to stay longer and try more dishes. For clarity is use the health department’s standard for serving size of food samples. Lower prices if needed.
    - Arenas will provide data on foot traffic, ad value, sponsorship vs. partnership, and leveraging digital reach
- B. POW!WOW! 2019 – Tokotah Ashcraft, interTrend Communications Inc.
- Presentation**
- POW! WOW! Long Beach: July 22-28
  - Public Works and the City is will determine if the Jergins Tunnel is safe to open and utilize for the event
  - Question regarding cross-promoting Pow!Wow! at the Taste of Downtown events. Will look to see if there is a plan in place.
  - Question about adding an augmented reality element to the murals. This is a costly and would need to look for a tech sponsor to help with the costs.
- C. Website Update and Social Media Analytics – Jenn Arenas, DLBA Social Media/Digital Marketing Manager **Presentation**
- Gained followers on Twitter and Instagram.
  - Discuss the growth of social media – highlighting the top posts and impressions
  - Arenas encouraged the committee members to follow DLBA on our various social media channels

5. Adjournment  
Meeting adjourned at 5:36pm

**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