



**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

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## MARKETING & COMMUNICATIONS COMMITTEE AGENDA

**Tuesday, May 7, 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 [April 2, 2019 Meeting](#)**
3. Chairperson’s Report – Hatley 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
4. Staff Report – Jenn Arenas, DLBA Social Media/Digital Marketing Manager 30 mins
  - A. Taste of Downtown Community Meeting Report -Nalysia Tea, DLBA Event Coordinator
  - B. POW!WOW! 2019 Update- Tea
  - C. Website Update and Social Media Analytics- Arenas
5. Old Business
6. New Business
7. Public Comment (three minutes on all non-agenda items)
8. Adjournment

**NEXT SCHEDULED MARKETING COMMITTEE MEETING:**  
**Tuesday, June 4, 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) 436-4259.