



**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, May 7, 2019

4:30 PM

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

Voting Present: Todd Lemmis, Alishia Holmes-Watson, Jane Delorenzis, Stuart Takehara, Nicole Hatley

Voting Absent: Melissa Infusino, Loara Cadavona, Lauren Provence

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

1. Call to Order – Nicole Hatley, Vice Chair
Meeting called to order at 4:36 pm.
2. **ACTION ITEM: Approval of Minutes from [April 2, 2019 Meeting](#) 1st: Delorenzis. 2nd: Hatley. None opposed, no abstentions. Motion carries.**
3. Chairperson's Report – Hatley
 - 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
 - Discussion regarding the option to focus time and energy into the other two working group goals and abandon the third goal. Other option would be to incorporate this goal into one of the other two and continue to progress. 1st: **Delorenzis made a motion to dissolve the third goal.** 2nd: **Hatley.** Before voting, there was an observation made that Goal 3 is the only committee goal focused on Marketing and Communications, rather than Special Events. There was further discussion regarding creating working groups that can spend time outside the committee time focusing. The goal may still be in progress at the end of the fiscal year but could be handed off to next year's committee to continue. **Vote on the motion made, all opposed. Motion failed.**
 - Committee chose to form a working group to focus on Goal #3: Delorenzis, Leeman, Lemmis and led by Takehara

- Goal #1 (Sponsorship) will be focused on by the entire committee. Questions to answer/tasks:
 - Why a potential sponsor would want to invest? Share results of past events. Review the current sponsorship deck on DLBA website and condense it down to a “elevator pitch”
 - Continue to consider personal/professional contacts and make warm introductions to Jennifer Arenas.
 - Committee should browse the DLBA website and Committee folder to familiarize themselves with current materials prior to committee meetings.
 - Get Long Beach Post involved when the committee is ready to push out sponsorship information to the general public.
 - Form a strategic plan to tackle this goal as a whole committee.
- Goal #2 (Event Evaluation). Holmes-Watson offered to lead a working group with Hatley. All committee members are welcome to participate and are encouraged to communicate outside the committee either by phone, email or sharing notes in the committee’s Google folder.

4. Staff Report – Jenn Arenas, DLBA Social Media/Digital Marketing

- A. Taste of Downtown Community Meeting Report -Nalysia Tea, DLBA Event Coordinator
 - Reached out to approximately 225 local downtown businesses to meet and learn more about the opportunity to participate in the Taste of Downtown events. The meeting was not well attended. In order to continue to get information out to potential participants, a webinar is being scheduled with event producer, Steve Sheldon of Epic Entertainment. So far there are commitments from 7 restaurants for the East Village event, 11 for the Pine Avenue event and 10 for the Waterfront event. A few businesses have committed to multiple events versus only a single event which offers a better split of the ticket sales.
 - Sheldon was able to breakdown the costs for restaurants to participate show how that compares to the costs of marketing their businesses. Plus highlighting the benefit of having the public taste their food, versus reading an ad in a periodical. Need to continue to focus on the marketing benefits for restaurants vs viewing this as a money-making opportunity.
- B. POW!WOW! 2019 Update- Tea
DLBA will be partnering with KCRW as part of their Summer Nights series for a closing party for POW! WOW! It will be held in the Promenade parking lot. Many local vendors will be on providing food and drinks including Hops and Vines, Beachwood, Broadway Pizza plus many live/interactive installations.

C. Website Update and [Social Media Analytics](#)- Arenas

- Upcoming (May 16th) “Bike to Work” Day: DLBA will be a stop along the route and will have giveaways.
- Live After 5 along with Bicycle Drive in at the Promenade parking lot May 16th. Showing Ferris Bueller’s Day Off.
- Committee is encouraged to take marketing collateral to share in their residential buildings and/or workplace.
- Twitter has had a recent increase in followers.
- 51K followers on Facebook
- Newsletter went out recently and is also found on the DLBA website. 10K subscribers, with a 5% increase in the open rate.

5. Old Business

6. New Business

- Edison theater (old CSULB theatrical theater) opening July 24th with interactive art installations

7. Public Comment (three minutes on all non-agenda items)

8. Adjournment

Meeting adjourned at 5:37 PM

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

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