



**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, June 4, 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 [May 7, 2019 Meeting](#)**
3. Chairperson’s Report – Infusino 30 Minutes
 - A. Review Committee’s Goals
 - i. Sponsorships (Infusino)
 - ii. Event Evaluation (Holmes-Watson & Hatley)
 - iii. Outreach and Engagement (Takehara)
4. Staff Report – Infusino 30 Minutes
 - A. DLBA summer events partnerships (Coward)
 - B. Live After Five Recap (Tea)
 - C. Taste of Downtown Recap – East Village – (Tea)
 - D. DLBA Marketing Budget (Coward)
5. Old Business
6. New Business
7. Public Comment (three minutes on all non-agenda items)
8. Adjournment

NEXT SCHEDULED MARKETING COMMITTEE MEETING:
**Tuesday, July 2, 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. 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 make your request by phone to (562) 436-4259, by noon the day prior to the meeting.