



**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, June 4, 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, Stuart Takehara, Todd Lemmis

Voting Absent: Lauren Provence, Cassandra Leeman, Loara Cadavona

DLBA Staff: Broc Coward, Nalysia Tea, Cherisse Evans, Monica Morrill

Guests: Amy Stock-East Village Association

1. Call to Order – Melissa Infusino, Chair [Committee Meeting Presentation](#)
Meeting called to order at 4:34 pm
2. **ACTION ITEM: Approval of Minutes from [May 7, 2019 Meeting](#)**
1st: Hatley. 2nd: Delorenzis. None opposed, no abstentions. Motion carries.
3. Chairperson's Report – Infusino
 - A. Review Committee's Goals
 - i. Sponsorships (Infusino)
 - Suggestion to create a cheat sheet from our sponsorship desk for Board and Committee Members to use as an elevator pitch, resulting in warm introductions being made to the DLBA.
 - ii. Event Evaluation (Holmes-Watson & Hatley)
 - Question: What is the perspective of event surveys? Is it geared towards visitor or vendors?
 - DLBA does survey and/or gather feedback from both the visitors and vendors
 - Suggestion: Encourage vendors to offer a flyer/promo code to use post-event in order to track how well the event did and determine if there was uptake in traffic and/or specific menu items that were featured at the event.
 - Suggestion market individuals who work in Downtown, but don't live Downtown. i.e. Time of day and week plays a factor is attendance and participation.
 - Suggestion: Partner with Uber/Lyft as a cross-promotion

- Suggestion: Conduct a pre-event survey with the objective to gain answers to the following:
 - Do people know the event is happening?
 - How can we better display the event on social media or email blasts?
 - For next meeting: Working group to construct questions for two surveys, one vendors-based and one visitors-based, to gather the most in-depth results
- iii. Outreach and Engagement (Takehara)
- Suggestion: in order to strive for a more effective engagement regarding DLBA events, create an organized plan/template to be passed down every year to new Board Members.
 - Suggestion: Look at incentives for collecting email addresses and capture feedback. Offers DLBA the ability to push event information out potential visitors through email, making it more likely for individuals to take notice and attend events. Another option in addition to social media.
 - Suggestion: More quantity and visibility of event signage to increase day of event awareness.
 - Target the after-work audience, suggestion to place signage outside office buildings or office parking structures
 - Suggestions for LA5 specifically:
 - Improve trolley information: clarify that it is a free service, pick up/drop off locations as well as directions clearly marked
 - At The Loop offer event information, possibly a kiosk with a docent, providing music schedule, how to walk or trolley through the night
 - Have maps located at all stops

4. Staff Report – Infusino

- A. DLBA summer events partnerships (Coward)
 - KCRW/ POW!WOW!: July 27th 7pm closing party
 - KCRW/SAM: Buskerfest in East Village, September 7th
- B. Live After Five Recap (Tea) **Presentation: Slide 6**
 - Overall low attendance due to weather (rain and wind throughout day) as well as other city events at the Queen Mary and Stroll and Savor.
 - Bicycle drive-in, in honor of bike month. Will have another bicycle drive-in in August
- C. Taste of Downtown: East Village Recap – Tea **Presentation: Slide 7**
 - Very successful event, 22 restaurants & 6 makers participated
 - Ticket sales were up approximately 25% from goal
 - Wednesday: goal \$12K actual \$15K
 - Thursday: goal \$14K actual \$19K

- Early bird ticket sales: \$2.1K (Social media played a huge role in online ticket sales)
 - Overall sales of \$36K, \$31K were redeemed, 5K outstanding to be used at upcoming events
 - The next event will be at Pine & Promenade June 26th & 27th, 23 restaurants already confirmed to participate
- D. DLBA Marketing Budget -Coward [Presentation: Slide 8-11](#)
- Wayfinding is something DLBA is passionate about, getting people to the right place. There is some outdated City signage that DLBA is interested in replacing
 - Regional outreach: Promoting DTLB to out of towners as well as residents from other areas of Long Beach
 - Committee members gave the following feedback/questions:
 - What are other downtown areas offering or doing that we could incorporate into DTLB?
 - How are we integrating the DLBA and our mission into DTLB? Way finding, directional signage, and replacing outdated signage
 - Specific Events feedback:
 - Piggyback on other events happening in the city, incorporating with DLBA events
 - Suggestion: Support or plan events surrounding Pride weekend and Grand Prix, having DLBA involvement/presence in big city-wide events.

5. Old Business

6. New Business

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

- Amy Stock: East Village Association, offered the following feedback:
 - Get marketing material out sooner/communicate with vendors two months prior to event
 - Events tend to focus on restaurants. Promote shopping in East Village-they are hoping for more exposure.
 - LA5: more/clearer signage, maps at all locations
 - Foot traffic is down in East Village, plan events that highlight neighborhoods for what they can offer the most

8. Adjournment

Meeting adjourned 5:54 PM

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

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