



**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, July 2, 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 [June 4, 2019 Meeting](#)**
3. Chairperson’s Report – Infusino 40 Minutes
 - A. Review Committee’s Goals
 - i. Sponsorships (Infusino)
 - ii. Event Evaluation (Alishia Holmes-Watson & Nicole Hatley)
 - iii. Outreach and Engagement (Stuart Takehara)
4. Staff Report – Infusino 15 Minutes
 - A. Live After Five Recap (Nalysia Tea, Event Coordinator)
 - B. Taste of Downtown Recap – Pine/East Village (Steve Sheldon, Epic Entertainment)
 - C. June DLBA Social Media Recap (Jennifer Arenas, Digital Marketing and Social Media Manager)
 - D. DLBA Marketing Vision Workshop (Nicole Hatley, VoxMagneta)
5. Old Business
6. New Business
7. Public Comment (three minutes on all non-agenda items)
8. Adjournment

**NEXT SCHEDULED MARKETING COMMITTEE MEETING:
Tuesday, August 6, 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.