



**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, July 2, 2019

4:30 PM

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

Voting Present: Melissa Infusino, Nicole Hatley, Jane Delorenzis, Stuart Takehara, Cassandra Leeman, Loara Cadavona

Voting Absent: Todd Lemmis, Alishia Holmes-Watson, Lauren Provence

Guests: Steve Sheldon-Epic Entertainment

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

1. Call to Order – Nicole Hatley, Vice-Chair

Meeting called to order at 4:37

2. **ACTION ITEM: Approval of Minutes from [June 4, 2019 Meeting](#) 1st: Delorenzis. 2nd: Hatley. None opposed, Cadavona abstained. Motion carries.**

3. Chairperson's Report – Infusino

A. Review Committee's Goals

i. [Sponsorships](#) (Infusino)

- Infusino provided a one-sheet document addressing sponsorship and warm introduction. Encouraged the committee to share feedback and edits.
- Suggestions from the committee:
 - Add a list of key DLBA events
 - Add a section of who the DLBA is
 - Deck can be customized to different sponsorship dollar amounts. Option to put a minimum donation amount or in-kind donations on the one-sheet.
 - Hatley suggested adding video testimonials in the sponsorship deck.
 - When complete this will be shared with Board and Committee members.

ii. Event Evaluation (Alishia Holmes-Watson & Nicole Hatley)

- Hatley had received some updated question ideas from Alishia Holmes-Watson (not present) for the event evaluation surveys, both for businesses and the intercept surveys. Hatley will share this list of

questions with the committee before the next committee meeting.

iii. Outreach and Engagement (Stuart Takehara)

- Create a template/master calendar that DLBA staff can fill in/populate.
- Suggestion: Chose a monthly focus/theme with the assistance from DLBA staff. From there, create programming.
- Help determine what the focus should be. I.e. November focus on shop small. Chose a monthly theme? Create programming from there.
- Use this template from year to year as a committee.

4. Staff Report – Infusino

A. Live After Five Recap (Nalysia Tea, Event Coordinator)

- The focus for the June event was on the LGBTQ community to correspond with Pride month, highlighting LGBTQ owned businesses and musicians, plus drag shows Hamburger Marys and Blind Donkey.
- Distributed A-frame signage around downtown prior to the event. Would like to have more signs next time as well as add Trolley stop signage.
- BIG RED BUS did not have music and took a different route than planned. Could not drive one Pine (due to steep slope) or the East Village (due to low hanging trees).
- 35 businesses involved and worked with the community based on their feedback, rather than dictating the programming ourselves.
- Recap photos and videos on the DLBA website.
- Heavy foot traffic due to convention attendees in town. To capitalize on this, Safety Ambassadors were asked to look out for people with convention badges to see if they could help direct people to the event and moved signage to more prominent locations based on the foot traffic flow.

B. [Taste of Downtown Recap](#) – East Village and Pine (Steve Sheldon, Epic Entertainment)

- Highest revenue ever achieved was at this year's East Village event.
- DLBA Clean and Safe Teams as well as Street Team did early outreach: passing out menus, providing information.
- Stakeholder meeting was held to explain more about the event including discussion of a new financial incentive for participating in multiple events versus just one.
- More participants have signed up at this point (22) for the Waterfront event than last year (had 12 in total).
- More money was spent on digital media and less on print this year.
- Pine Avenue: early results (report to come) show the highest revenue for a Pine Avenue event.
- \$11,000 budget surplus currently, pending Pine Avenue final accounting.
- Pine Avenue may need more activation next year as the Promenade was more vibrant, more food stalls and a dedicated seating area. Pine used their own patios for event seating. Possibly utilizing the alleyway between Pine and Promenade.

- C. [June DLBA Social Media Recap](#) (Jennifer Arenas, Digital Marketing and Social Media Manager)
- D. DLBA Marketing Vision Workshop (Nicole Hatley, vox.magneta)
Hatley discussed a recent DLBA staff workshop she led and shared her key take-aways from this meeting:
- Looking at streamlining the organization's marketing goals for the next six months and how that can relate to this committee's goals.
 - The DLBA staff would like to increase representation at community and neighborhood meetings to help bridge the gap in communication related particularly to events.
 - Next steps: to create an organized list from the transcripts of that workshop and identify areas to concentrate on and which items to build marketing campaigns around. Identify where there may be department overlap and create strategies. Once there is a strategy, Hatley can share this information with the Outreach and Engagement working group, led by Takehara.
 - DLBA has contracted with vox.magenta for Marketing and Communications in lieu of having a staff member in this role.

5. Old Business

6. New Business

- Reminder-Board Election deadline July 17. DLBA will be promoting this on social media and information kiosk.

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

8. Adjournment

Meeting adjourned at 5:35 PM

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

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