



**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:
Nalysia Tea, Events
Coordinator

1.38 Un-Square Miles

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MARKETING & COMMUNICATIONS COMMITTEE AGENDA

**Tuesday, August 6, 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 [July 2, 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. POW!WOW! LB & KCRW Summer Nights Recap (Nalysia Tea, Event Coordinator)
 - B. Live After 5 Bicycle Drive-In Preview (Tea)
 - C. Taste of Downtown – Waterfront Preview (Tea)
 - D. July DLBA Social Media Recap (Nicole Hatley, vox.magneta)
5. Old Business
6. New Business
7. Public Comment (three minutes on all non-agenda items)
8. Adjournment

**NEXT SCHEDULED MARKETING COMMITTEE MEETING:
Tuesday, September 3, 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.