



**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, August 6, 2019**

**4:30 PM**

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

**Voting Present:** Melissa Infusino, Nicole Hatley, Loara Cadavona, Jane Delorenzis, Alishia Holmes-Watson

**Voting Absent:** Todd Lemmis, Lauren Provence, Cassandra Leeman, Stuart Takehara

**Staff:** Broc Coward, Nalysia Tea, Cherisse Evans, Mo Mills

1. Call to Order – Melissa Infusino, Chair  
Meeting called to order at 4:36 PM

2. **ACTION ITEM: Approval of Minutes from [July 2, 2019 Meeting](#)**  
**1<sup>st</sup>: Delorenzis. 2<sup>nd</sup>: Holmes-Watson. None opposed, no abstentions. Motion carries.**

3. Chairperson's Report – Infusino

- A. Review Committee's Goals

- i. Sponsorships (Infusino)

- The warm introductions document has been edited based on the committee's feedback since the last meeting. Kraig Kojian, DLBA President & CEO is reviewing it now and determining its best application, possibly for Board members and DLBA event vendors use.

- ii. **[Event Evaluation](#)** (Alishia Holmes-Watson & Nicole Hatley)

- The group took existing business survey and intercept surveys questions for reference and then formed further questions to help participating businesses self-determine if the event was successful.
- The goal is for businesses to view participation in these events primarily as a marketing tool, rather than a money-making opportunity.
- Suggestion: the survey should include both businesses that sign up to participate, as well as businesses not on the map and not offering a promotion but may still benefit from the event due to location.

- Suggestion: add a multiple-choice question to help determine what type of participation each business had in the event and capture the differences of the benefits felt based on their level of participation.
- Suggestion: create one survey that would cover all needs so there are fewer variations of surveys to review. Currently there are three surveys being conducted:
  - [Intercept](#) (surveying attendees)
  - [Participating Businesses](#)
  - [Impacted Businesses](#)
- Look for trends in surveying to help determine how far the geographic reach should be.
- These surveys should act as a tool to evaluate if an event is valuable, from a cost-benefit perspective or ROI. It is important to define what “benefit” means. Can there still be a benefit in holding an event, even if it is not profitable/becomes more of an investment.
- Would like to have data on the actual cost of each event to factor into the analysis.
- Cadavona asked if there is data available from credit card sales from local businesses to see if there was an increase for business. Mo Morris, DLBA Research Analyst said that this type of information can be difficult to gather, but there may be sales tax data to look at.
- The working group would like to meet again before the next committee meeting to continue to look at the surveys.

iii. Outreach and Engagement-no report given.

- Hatley and Takehara have communicated outside the committee meetings and will continue to work on creating a master marketing calendar.

4. Staff Report – Infusino

A. POW!WOW! LB & KCRW Summer Nights Recap (Nalysia Tea, Event Coordinator)

- This event had an overwhelming positive response. There was a great draw from around the region. The attendance was expected to be 2000 visitors and ended up with approximately 3500-4000 in attendance.
- One area for improvement: find ways to simplify the drink sale process.

B. Live After 5 Bicycle Drive-In Preview (Tea)

- This event is next Thursday.
- There will be entertainment (music and storytelling) beginning at 6PM with a screening of Big Fish at dusk. Beer, wine and food will be available for sale.

C. Taste of Downtown – Waterfront Preview (Tea)

- Next event will be held on August 28-29.
- There will be 22 restaurants participating as opposed to 15 last year.
- Auld Dubliner will be giving a Beer 101 with 15-minute educational talks.

D. July DLBA Social Media Recap (Nicole Hatley, vox.magneta)

- POW! WOW! closing event: Hatley was able to capture videos during this event. All social media channels received positive feedback.
- There were 700 new followers on Instagram in July.
- The committee would like to see what the geographical reach was for this event had—see who was looking at the social media posts, even if they did not attend. Hatley will provide this information for the next meeting.

5. Old Business

6. New Business

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

8. Adjournment

Meeting adjourned at 5:40 PM.

**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***

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