MARKETING & COMMUNICATIONS COMMITTEE
AGENDA

Tuesday, September 3, 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 August 6, 2019 Meeting

3. Chairperson’s Report – Infusino
   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
   A. Live After 5 Bicycle Drive-In Review (Nalysia Tea, Event Coordinator)
   B. Taste of Downtown – Waterfront Review (Tea)
   C. August 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

FY2019/20 MARKETING COMMITTEE MEETING:
OCTOBER TBD
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.

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