MARKETING & COMMUNICATIONS COMMITTEE
AGENDA
Monday, February 1, 2021
4:30 PM

Join Zoom Meeting
https://us02web.zoom.us/j/87581056239?pwd=V3luamU4Z0s1OXI2WDZVOXZtMndHQT09
Meeting ID: 875 8105 6239
Passcode: 016331

I. CALL TO ORDER – Alishia Holmes-Watson, Chairperson

II. ACTION ITEM: Approval of Minutes from November 2, 2020 and January 4, 2021

III. STAFF UPDATE
   A. February: Black History Month Campaign
   B. Downtown Discussions: The Black Experience in Long Beach; Past, Present and Future
   C. Social Media, Digital Marketing & Communications Analytics
   D. Update on Ongoing Marketing & Communications Campaigns
   E. Department Dashboard and Budget

IV. CHAIRPERSON’S REPORT
   A. Working Group Progress
      i. Working Group Goal 1: Concepts for Spring Activity/Promotion
      ii. Working Group Goal 2: Guest Perspectives for Downtown Scene

V. OLD BUSINESS

VI. NEW BUSINESS

VII. PUBLIC COMMENTS

VIII. ADJOURNMENT

NEXT MARKETING & COMMUNICATIONS COMMITTEE MEETING:
Monday, March 1, 2021
4:30 p.m.
Location: Zoom Conference

DLBA 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. The agenda and supporting documents are available on the Internet at http://downtownlongbeach.org. 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.