



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

**MARKETING &  
COMMUNICATIONS  
COMMITTEE:**

Alisha Holmes-Watson,  
Chairperson

Cameron Andrews,  
Vice Chairperson

Jane Delorenzis  
Michael Gold  
Ryan La Rosa  
Aimee Mandala  
Vanessa Nunez  
Markel Ringer

**STAFF:**

Kraig Kojian,  
President/CEO

Lauren Mayne,  
Social Media &  
Digital Marketing  
Coordinator

Samantha Mehlinger,  
Communications Manager

**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 – Alisha Holmes-Watson, Chairperson
- II. **ACTION ITEM:** Approval of Minutes from [November 2, 2020](#) and [January 4, 2021](#)
- III. **STAFF UPDATE** 20 Mins
  - 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** 35 Mins
  - 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](mailto: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.