



**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, March 1, 2021

4:30 PM

[Join Zoom Meeting](#)

<https://us02web.zoom.us/j/81290698885?pwd=OW5QTGtHQ3ZxU2dZY2ZoZIRCNHZvQT09>

Meeting ID: 812 9069 8885

Passcode: 860032

- I. CALL TO ORDER – Alisha Holmes-Watson, Chairperson
- II. **ACTION ITEM:** Approval of Minutes from [February 1, 2021](#)
- III. STAFF UPDATE 15 Mins
 - A. Black History Month Campaign Feedback/Results
 - B. Social Media, Digital Marketing & Communications Analytics
 - C. Update on Ongoing Marketing & Communications Campaigns
 - D. Department [Dashboard](#) and [Budget](#)
- IV. CHAIRPERSON'S REPORT 40 Mins
 - A. Working Group Progress and Brainstorming
 - i. Working Group Goal 1: Concepts for Spring Activity/Promotion
 - ii. Working Group Goal 2: Guest Perspectives for Downtown Scene
- V. OLD BUSINESS 5 Mins
- VI. NEW BUSINESS
- VII. PUBLIC COMMENTS
- VIII. ADJOURNMENT

NEXT MARKETING & COMMUNICATIONS COMMITTEE MEETING:

April 5, 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.