



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

Alishia Holmes-Watson,  
Chair

Johanna Cunningham, Vice  
Chair

Cameron Andrews

Jane Delorenzis

Aimee Mandala

Vanessa Nunez

Markel Ringer

Stuart Takehara

James Ahumada

**DLBA Staff:**

Kraig Kojian, President &  
CEO

Samantha Mehlinger,  
Communications Manager

Lauren Mayne, Social  
Media & Digital Marketing  
Coord.

## MARKETING & COMMUNICATIONS COMMITTEE AGENDA

**Monday, November 2, 2020**

**4:30 PM**

**Zoom Conference Link:**

<https://us02web.zoom.us/j/81485237284?pwd=dFR6VzRnaityUTdLbS9FMWIBL0ltQT09>

**Instructions for Zoom Call:**

1. Please click link above to join the meeting
2. Once there, you may be in the “waiting room” until the Host joins and invites you in
3. Once invited in, you will be prompted to choose phone or computer audio
  - a. if you select phone audio:
    - i. you will see a window that offers call -in numbers. Any one of them will work.
    - ii. you will then be prompted to enter both the meeting ID # and your personal ID# which will be displayed on your computer screen
  - b. If you select computer audio, you will automatically be entered into the meeting

1. Call to Order – Alishia Holmes-Watson, Chair
2. **ACTION ITEM: Approval of Minutes from [October 5, 2020](#) meeting**
3. Staff Report 10 Minutes
  - A. Marketing & Communications Analytics
  - B. Upcoming Promotions
  - C. Los Angeles Magazine Campaign
4. 2020-21 Marketing & Communications Branding Objectives 30 Minutes
  - A. Downtown
  - B. DLBA
5. Chairperson’s Report – Holmes-Watson 20 Minutes
  - A. **ACTION ITEM:** Working Group Goals 2020-21
  - B. Review of Marketing & Communications Dashboard
6. Old Business
7. New Business
8. Public Comment (three minutes on all non-agenda items)
9. Adjournment

**NEXT MARKETING COMMITTEE MEETING:**

**December 7, 2020**

**4:30 PM**

***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.

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.

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