



DOWNTOWN LONG BEACH ALLIANCE

Alishia Holmes-Watson,
Chair

Johanna Cunningham,
Vice Chair

James Ahumada

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 AND COMMUNICATIONS COMMITTEE MINUTES

Monday, November 2, 2020
4:30 PM

Voting Present: Alishia Holmes- Watson, Johanna Cunningham, Cameron Andrews, Aimee Mandala, Jane Delorenzis

Voting Absent: Stuart Takehara, Vanessa Nunez, Markel Ringer, James Ahumada

Staff: Kraig Kojian, Kelsey Mader, Erica Beighley, Lauren Mayne, Samantha Mellinger

1. Call to Order – Alisha Holmes-Watson, Chair

Meeting called to order at 4:43 PM. [Meeting Presentation.](#)

2. **ACTION ITEM: Approval of Minutes from [October 5, 2020](#) meeting. 1st: Delorenzis. 2nd: Andrews. No Abstentions. Motion Carries.**

3. 2020-21 Marketing & Communications Branding Objectives- Kojian presents slides 3-15

A. What comes to mind when considering branding Downtown?

- Kojian suggested promoting cleanliness and safety to better market Downtown Long Beach and all that it has to offer. Delorenzis suggested that the Clean and Safe Team should be made more visible to put public at ease, especially while dealing with COVID.
- Andrews commented people have misconception that businesses are closed because of all the plywood boarding up windows. Holmes-Watson suggested telling the stories of businesses “behind the wall”, letting community and visitors know about Downtown Long Beach’s uniqueness, history, and resiliency. Cunningham agreed positive story should be told to let people know how much DTLB has changed and encourage people to explore.

B. What comes to mind when considering branding DLBA?

- Kojian explained to Committee the DLBA is here to serve needs of residents as well as business owners. Residents that own a condominium pay individual assessment directly through their property tax bill. Renter’s pay indirectly through rent to their property owner.
- Committee felt DLBA is not marketed to residents as much as it should be. When thinking of DLBA, only resources and advocacy for business owners come to mind, not for residents.
- Kojian asked Committee what we can do to enhance profile and help people better understand who we are and what we do? Kojian stated we need to better introduce ourselves to new residents as well as stakeholders. Cunningham suggested we should be a “Welcome Wagon” for both, figure out what each audience wants from us. Kojian agreed and added we should change our narrative with each audience.

4. Chairperson’s Report – Holmes-Watson. Presented slides 16-18

A. Action was taken to approve Working Group Goals for FY 2020-21 as follows:

- **Working Group Goal 1: Develop a series of promotional activities/public-facing elements to encourage broader exploration of Downtown by tourists and residents.**
- **Working Group Goal 2: Identify faces of Downtown with unique stories, interesting roles, or relevant perspectives to pen guest columns in the monthly Downtown Scene newsletter with the objective of increasing newsletter readership and engagement with/understanding of DLBA.**

1st: Delorenzis. 2nd: Andrews. No Abstentions. Motion Carries.

5. Staff Report

A. Marketing & Communications Analytics- Mayne presented slides 19-24



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- Mayne stated DLBA had a loss of followers on Facebook and Instagram for the month of October, loss of followers on Facebook might have been due to October's Virtual Taste of Downtown being heavily promoted and public tired of seeing it. On Instagram there had been a spike in followers when the Gift Card Giveaway Promotion was introduced, less giveaways in October leading to loss in numbers.
- Mayne stated that there have been higher impressions and engagements for Twitter, Facebook, Instagram, and LinkedIn. LinkedIn had highest increase of 68% in impressions and 45% in engagements. Cunningham asked for clarification on engagement, Mayne answered engagements are any way someone interacts with a post including liking, commenting, sharing, opening video to full screen, or clicking on a link.
- October 23rd had huge spike in engagements, as this was when Virtual Taste of Downtown was held. October VTOD has been the most successful to date reaching almost 40,000 viewers as opposed to previous highest reach being about 24,000. Some things that made it stand out was the entertainment included, the event was well promoted by business participants and having a Halloween theme. A lot of people were looking for safe activities to do from home due to Halloween being "cancelled" this year. Cunningham asked if we had any paid advertisements and where the ads were placed? Mayne explained paid ads were on Facebook and Instagram and might have had a couple display ads on Google. Tried Twitter ads but they were not doing well, and campaign was paused, received the best draw from Facebook since event was directly linked.

B. Upcoming Promotions- Mehlinger presented slides 25-30

- The Business Resource Newsletter will be sent out bi-weekly since there have not been much new information to report and do not want to send subscribers same information two weeks in a row.
- New Gift Card Giveaway promotion started this month. It is aimed at boosting readership. To qualify to participate in promotion you must spend money at any business in Downtown Long Beach.

C. Los Angeles Magazine Campaign

- Mehlinger reported DLBA was able to expand the Los Angeles Magazine package due to CARES Act funding. Will be advertising through the holidays ending December 31, 2020.
- LA Magazine is the go-to guide for shopping, dining, and day trips in Los Angeles, they have a readership larger than most local publications.
- Cunningham asked how DLBA would be receiving statistics. Mehlinger answered the magazine is committed to providing statistics. As we go through the campaign DLBA can report back to Committee.

6. No Old Business

7. No New Business

8. No Public Comment (three minutes on all non-agenda items)

9. Adjournment: Meeting adjourned at 5:51 PM.

**NEXT MARKETING COMMITTEE MEETING:
Monday, December 7, 2020
4:30 PM**

Mission: Cultivate, preserve and promote a healthy, safe and prosperous Downtown

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