



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

## MEMBERS

Monica Garrett, Chair

Cameron Andrews,  
Vice Chair

Amy Chambers

Shawna Epps

Sal Flores

Ryan La Rosa

Aimee Mandala

Vanessa Nunez

Michael Vitug

## STAFF:

Kelsey Mader,  
Executive Assistant

Michael Berman,  
Communications  
Manager

# MARKETING & COMMUNICATIONS COMMITTEE MINUTES

January 3, 2022  
4:30 PM

This meeting is held via Zoom teleconferencing, pursuant to Assembly Bill 361.

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**Meeting ID: 874 8445 7362**

**Passcode: 543458**

**Voting Present:** Cameron Andrews, Sal Flores, Ryan La Rosa, Aimee Mandala, Vanessa Nuñez, Michael Vitug

**Voting Absent:** Monica Garrett, Amy Chambers, Shawna Epps

**DLBA Staff:** Michael Berman, Kelsey Mader, Justine Nevarez, Jeremy Ancalade

**Guests:** Dennis Dean, Studio LBP; Stephanie Perez, Studio LBP

1. Call to Order – Cameron Andrews, Vice-Chair  
[Meeting presentation](#). Called to order at 4:34 PM.
2. **ACTION ITEM:** Approval of Minutes from [December 6, 2021](#), Meeting  
**MOTION:** 1<sup>st</sup>: Vitug; 2<sup>nd</sup>: Mandala.  
**VOTE:** None opposed. No abstentions. Motion passes.
3. Chairperson's Report – Garrett
  - Berman confirmed that documents were sent to the committee including the DLBA strategic plan draft, and information/statistics for neighborhoods.
  - Berman reviewed the PBID renewal process which starts with the petition phase around January 27, followed by the ballot process.
  - A. Update on Working Group Goal 1 PBID Brainstorm
    - Berman agreed that a meeting with DLBA can be organized with La Rosa in the next week to discuss goals of the PBID brainstorming session, and the information from that meeting will be shared with the committee. Following this meeting, a date will be set for the brainstorming session.
  - B. Update on Working Group Goal 2 Targeting Neighborhoods
    - Berman suggested to select a neighborhood to focus on and discuss what is unique about it and how to tell the personal stories.
    - Flores suggested that Pine Ave needs help changing the perspective of what Pine Ave is, as there are some businesses located on the Promenade that he believes don't want to be associated with Pine Ave due to its reputation.
    - Andrews inquired if there had been any shareholders reaching out to DLBA regarding their safety concerns in Pine Ave. Berman advised he would want to double check with Coward, but he isn't aware of any complaints regarding the recent incidents in the area.
    - La Rosa advised he was involved in a Downtown Neighborhood branding exercise four years ago which included a survey that he can share with the committee to find some ideas regarding the storytelling for the neighborhoods.
    - Flores suggested shifting focus from the businesses in Downtown to the residents when moving forward with targeting Pine Ave and engaging locals within the area.
    - Berman advised there was an open street survey about 6 months ago that he can get data on and share with the group.



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- Andrews asked how the One Downtown Campaign can help Pine Ave.
- Berman advised that DLBA will be installing street pole wrap arounds highlighting local businesses and can consider highlighting residents as well.
- Berman confirmed the direction to move forward with Pine Ave as the first area of focus and the committee can sketch out a plan of attack during the next meeting.

4. Staff Report

A. Social Media, Digital Marketing & Communications Analytics

- Berman shared an analytics overview for media coverage from December 1-December 31, 2021, and DLBA newsletter performance. This also included some of the top performing DLBA posts on social media.

B. Update on Ongoing Marketing & Communications Campaigns

- Upcoming marketing campaigns in February were shared with the committee. Berman discussed the plan for Black History Month including updating existing pages and links on the DLBA website that feature Black owned businesses.

5. Old Business

6. New Business

7. Public Comment (three minutes on all non-agenda items)

8. Adjournment

Adjourned at 5:30 PM.

**NEXT MARKETING COMMITTEE MEETING:**

**February 7, 2022**

**4:30 PM**

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

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