



**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:

Broc Coward, COO

Samantha Mehlinger,
Communications Manager

Lauren Mayne, Social Media
& Digital Marketing Coord.

MARKETING & COMMUNICATIONS COMMITTEE MINUTES

**Monday, October 5, 2020
4:30 PM**

Voting Present: Alishia Holmes Watson, Johanna Cunningham, Cameron Andrews, Stuart Takehara, Aimee Mandala, Jane Delorenzis, James Ahumada

Voting Absent: Vanessa Nunez, Markel Ringer

DLBA Staff: Broc Coward, Kelsey Mader, Lauren Mayne, Samantha Mehlinger, David Hughes

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

Meeting called to order at 4:37 pm. [Meeting Presentation.](#)

2. ACTION ITEM: Approval of Minutes from [September 14, 2020](#) meeting. 1st: Andrews. 2nd: Ahumada. Delorenzis, Cunningham not present for vote. None opposed, no abstentions. Motion Carries.

3. Staff Report

A. Marketing and Analytics- Mehlinger presented slides 7-9. Mayne presented slides 10-12.

B. Marketing Campaign Update- Mayne presented slides 14- 15. Mehlinger presented slides 16- 18.

- Stickers created for Instagram, encouraging business to use them and tag DLBA in posts. This way DLBA can then reshare the post on DLBA's Instagram account.
- Dine Out DTLB still most visited page aside from our homepage. DLBA is about to launch ads in the Long Beach Post in hopes of extending our reach.
- Cunningham asked Mayne to explain Instagram. Mayne answered that Instagram and Twitter target our younger demographics, mostly between the ages of 25 to 34. Instagram utilizes pictures and video, making it an aesthetically pleasing platform and ideal for advertising DLBA campaigns. When asked about plans on incorporating Tik Tok from Andrews inquired about a Tik Tok account, to which Mayne responded that currently DLBA does not have an account as its demographic may be too young.
- Holmes-Watson asked if there are less engagements with Shop DTLB because people favor dining or maybe the list of retailers isn't as extensive. Mehlinger answered that generally restaurants have been more responsive than retailers. Mehlinger plans to call larger shopping centers to encourage their tenants to reach out. Mehlinger also stated that retailers have different store openings - some are exclusively online while some are by appointment only. This may contribute to lower retail responses.
- Mayne clarified for Coward that Shop DTLB was organic and Dine out DTLB was a paid promotion campaign.
- New signage is being placed throughout Pine Ave eliminating confusion of k-rails being mistaken for construction zone.
- DLBA is currently working on new campaigns such as: Indulge DTLB which focuses on salons and personal care services, Workout DTLB focusing on fitness services, and Stay DTLB focusing on hotels.
- Another potential new campaign will feature partnership between participating hotels and restaurants offering discounts when presented with a valid room key.
- Holmes-Watson mentioned travel magazines do not feature Long Beach as a day trip when advertising destinations in the Los Angeles area. Suggested making this a working group goal for



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the new fiscal year. Cunningham commented that there are more locals than tourists currently. Andrews brought up advertising in Travel Host magazine, Mehlinger answered that they are on the list for next summer.

- C. Website Feedback- Mayne presents slide 19.
 - Mayne asks committee members to look at the questions on the slide, next meeting there will be a poll to obtain answers from the committee members.
4. Chairperson's Report – Holmes- Watson
 - A. Review of Marketing and Communications Dashboard- Holmes-Watson presents slide 20- 22
 - Holmes-Watson shared that they are on track for their budget.
 - B. Proposed Working Group Goals 2020-21- presented slide 23-24
 - Holmes-Watson asks DLBA staff which campaign has been the most successful to date and if we are able to expand on it. Mayne answers that most successful campaign has been New Year's Eve and Taste of Downtown. Ahumada suggested that we come up with a non-event campaign and Holmes-Watson agreed, adding that it should be more ongoing than seasonal.
 - Delorenzis states that Taste of Downtown as an event is more difficult than before due to COVID. How do we modify and make the necessary adjustments for COVID and still have successful campaigns? Holmes-Watson suggested brainstorming around current events and making events COVID friendly. Currently need to work on building community trust so people feel safe at events.
 - Mehlinger suggests coming up with COVID friendly games that will encourage people to visit Downtown Long Beach. For example, in Bixby Knolls they have a BINGO game. Mandala shares she has heard of others using scavenger hunts with participating businesses. Ahumada chimes in with idea of taking the "Pay Your Bill" contest on KIIS FM and tweaking it to work for Downtown, drawing more traffic to Downtown as well as promoting use of the website.
 - Delorenzis asks if there have been any efforts in trying to promote the online aspects of businesses. Mehlinger answers that the Dine Out DTLB and Shop DTLB interactive maps have links to all websites to help drive traffic. Coward adds that we have directly promoted businesses through our gift card giveaway campaign.
 - Holmes-Watson asked if there are any businesses that are underserved regarding having an online presence. Mehlinger answers there are a couple ways they are trying to address this issue; Mayne wrote an article outlining how to get your business online and be more present on social media. Also, DLBA will restart the Downtown Discussions Webinar Series. November's topic will focus on how to get your business online.
 - Goal for next meeting is to adopt and assign working groups and goals. Committee can bring back certain elements without being a working group goal as well.
5. Old Business
6. New Business
7. Public Comment (three minutes on all non-agenda items)
8. Adjournment
Meeting Adjourned at 5:44 pm

**NEXT MARKETING COMMITTEE MEETING: Monday, November 2, 2020
4:30 PM**

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