1. Call to Order – Alishia Holmes-Watson, Chair
2. **ACTION ITEM:** Approval of Minutes from [April 5, 2021](#) Meeting
3. Chairperson’s Report – Holmes-Watson
   A. Working Group Progress and Brainstorming 40 Minutes
      i. Working Group Goal 1: Develop a series of promotional topics and marketing tactics to drive visitors and residents to Downtown Long Beach (Strategic Plan Actions: D1.1, D1.2, E1.2, E2.1, E2.2, E2.5)
      ii. Working Group Goal 2: Discuss how to effectively utilize a calendar post ideation (Strategic Plan Actions: D1.1, D1.3, D2.2, E3.1)
   B. Recap of Working Group Progress 10 Minutes
4. Staff Report 10 Minutes
   A. Social Media, Digital Marketing & Communications Analytics
   B. Update on Ongoing Marketing & Communications Campaigns
      i. Studio LBP Agreement
   C. Department Dashboard and Budget
5. Old Business
6. New Business
7. Public Comment (three minutes on all non-agenda items)
8. Adjournment

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

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

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