



**DOWNTOWN
LONG BEACH
ALLIANCE**

MEMBERS

Alishia Holmes-Watson,
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Vice Chair

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Sal Flores

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Ryan LaRosa

Aimee Mandala

Vanessa Nunez

Markel Ringer

STAFF:

Kraig Kojian,
President/CEO

Kelsey Mader,
Executive Assistant

Lauren Mayne,
Social Media & Digital
Marketing Coordinator

Michael Berman,
Communications

MARKETING & COMMUNICATIONS COMMITTEE AGENDA

**Monday, May 3, 2021
4:30 PM**

[Join Zoom Meeting](#)
Meeting ID: 851 2682 3045
Passcode: 741803

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

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. 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.