



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

### MEMBERS

Alishia Holmes-Watson,  
Chair

Cameron Andrews,  
Vice Chair

Jane Delorenzis

Sal Flores

Mike Gold

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  
Manager

## MARKETING & COMMUNICATIONS COMMITTEE AGENDA

Monday, May 3, 2021  
4:30 PM

[Join Zoom Meeting](#)

Meeting ID: 851 2682 3045

Passcode: 741803

**Voting Present:** Alishia Holmes-Watson, Cameron Andrews, Mike Gold, Ryan LaRosa, Vanessa Nuñez, Aimee Mandala, Jane Delorenzis, Sal Flores

**Voting Absent:** Markel Ringer

**Staff Present:** Kraig Kojian, Kelsey Mader, Lauren Mayne, Michael Berman

1. Call to Order – Alishia Holmes-Watson, Chair  
[Meeting presentation](#). Called to order at 4:32 PM.
2. **ACTION ITEM:** Approval of Minutes from [April 5, 2021](#) Meeting  
**MOTION:** 1<sup>st</sup>: Andrews, 2<sup>nd</sup>: Gold.  
**VOTE:** None opposed. No abstentions. Mandala not present for vote.  
Motion passes.
3. Chairperson's Report – Holmes-Watson
  - A. Working Group Progress and Brainstorming
    - 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
    - LaRosa recapped the Committee on discussions from Working Group 1. The group focused on themes, promotions, and ideas to help navigate a post-COVID world.
    - The group acknowledged the concern around safety as people return to public space. Safety surpasses the traditional sense and has shifted toward the pandemic.
    - Data can be used as a tool to help encourage residents and visitors to explore various establishments throughout Downtown.
    - LaRosa summarized how this Working Group will move forward by first understanding how the group thinks, how the group can better collaborate, how data can be used and ultimately how all this can lead to the achievement of the working group goal.
    - Flores and Holmes-Watson spoke about topics covered in Working Group 2's breakout room. The group continues to brainstorm on how to effectively utilize a calendar post ideation while considering DLBA's upcoming programs/events. The use of a Google Doc will help organize these ideas while keeping the group moving towards achieving their goal.



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4. Staff Report
  - A. Social Media, Digital Marketing & Communications Analytics
    - Berman and Mayne presented slide 8.
    - Andrews asked if staff could provide feedback on the tone of the articles mentioned. Though the software used to track these articles is capable of reporting on tone, Berman shared that in his experience there are often inaccuracies based off certain words used in the article. Regardless, Berman will include this moving forward.
    - Kojian asked if the social media performance analytics presented are being compared to the current year, or the same month of the previous year. Mayne answered that this data is comparing the current month (April 2021) to the same month of the previous year (April 2020). Mayne elaborated on the heightened social media performance from last year, explaining that the amount/type of information being distributed last year is what caused the increase. The beginning of the pandemic and several events of civil unrest made up majority of social media posts at this time.
  - B. Update on Ongoing Marketing & Communications Campaigns
    - i. Studio LBP Agreement
      - Mayne presented slide 10.
  - C. Department Dashboard and Budget
    - Mayne touched on some highlights from April such as Virtual Taste of Downtown: Earth Day Edition, Entrepreneur & Education Series, and continued promotions for Gift Card Giveaway Program.
    - Studio LBP will be redesigning navigational menus for a more mobile friendly experience.
5. Old Business
6. New Business
7. Public Comment (three minutes on all non-agenda items)
8. Adjournment  
Adjourned at 5:31 PM.

**NEXT MARKETING COMMITTEE MEETING:**

**Monday, June 7, 2021**

**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](mailto: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.