



**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

### STAFF:

Kraig Kojian,  
President/CEO

Kelsey Mader,  
Executive Assistant

Lauren Mayne,  
Social Media & Digital  
Marketing Coordinator

Michael Berman,  
Communications  
Manager

Eileen Valencia,  
Administrative  
Assistant

## MARKETING & COMMUNICATIONS COMMITTEE MINUTES

Monday, June 7, 2021  
4:30 PM

[Join Zoom Meeting](#)

Meeting ID: 873 5727 5124  
Passcode: 749458

**Voting Present:** Alishia Holmes-Watson, Mike Gold, Ryan La Rosa, Vanessa Nunez

**Voting Absent:** Cameron Andrews, Aimee Mandala, Jane Delorenzis, Sal Flores

**DLBA Staff:** Kraig Kojian, Kelsey Mader, Lauren Mayne, Michael Berman, Justine Nevarez, Eileen Valencia

1. Call to Order – Alishia Holmes-Watson, Chair  
Meeting presentation. Called to order at 4:34 PM.
2. **ACTION ITEM:** Approval of Minutes from [May 3, 2021](#) Meeting
  - Quorum not reach – minutes will be approved at July meeting.
3. Chairperson's Report – Holmes-Watson
  - A. Working Group Goals
    - The Committee decided to discuss working group goals collectively rather than splitting into separate breakout rooms.
    - For Working Group No. 1, La Rosa hopes to bring at least one idea to the group each month that is easy to implement. Recently some ideas included:
      - Keeping kids safe during summer
      - Addressing business hiring needs; Gold added that DLBA can play a significant role in this process by advertising job opportunities while promoting Downtown businesses.
      - Holmes-Watson and Kojian discussed DLBA's partnership with Pacific Gateway and utilizing Long Beach Post resources.
      - State opening opportunities: Inform/Inspire
    - For Working Group No. 2, Kojian and Holmes-Watson discussed an editorial calendar with narratives that can be promoted at many different levels. Berman shared an example of this calendar which breaks down future event ideas into the following categories: Timing, National Events, Main Theme/Narrative, Key Message(s), DLBA Vision/Strategy, and DLBA Communications & Marketing Channels.
4. Staff Report
  - A. Progressive Urban Management Associates (PUMA) Strategic Plan Review
    - Erin Laetz introduced herself to the Committee, explaining PUMA's process regarding updating DLBA's Strategic Plan. PUMA has done many external interviews to better understand what works and what does not in Downtown.
    - Laetz asked the group where their current priorities stand.
    - Holmes-Watson explained that Working Group Two is brainstorming ideas to create a map/calendar of discussion ideas and marketing topics to take the organization through the year and possibly into the next.



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- La Rosa explaining Working Group One’s goal as being focused on promotional topics that can be brought back to the group. These are largely thematic ideas that will consider different comfort levels in a post-pandemic world.
  - Laetz asked if there is a key audience this group is trying to reach. Holmes-Watson specified residents, tourism, and (at times) small businesses are the primary focus, yet overall, the target audience is broad.
  - Laetz asked for clarification as to why this Committee (previously Marketing & Events) was split into two separate bodies. Kojian shared that these were two different departments – Marketing focused on being the voice of the organization while Events was more programming based.
  - Laetz shifted the discussion to a more aspirational focus, asking what the Committee hopes to accomplish and/or do more of in the future.
  - La Rosa spoke to the unique position of Downtown. As was discussed in a recent Steering Committee meeting, Downtown Long Beach (DTLB) is the only coastal Downtown between San Diego and San Francisco. This is one of the unique aspects that should be focused on alongside other distinct virtues.
  - Holmes-Watson hopes to change the perception of Downtown, specifically how other parts of the city view it. She suggested that getting more people involved in community activities may help with this.
  - Laetz asked what the distinct virtues of DTLB are, to which La Rosa answered: diversity. He acknowledged other communities claim the same when it might not be as accurate as it is for DTLB.
  - Gold added that Long Beach is often defined by what it is not, rather than what it is. He used the example of “We are not Orange County, and we are not Los Angeles”. Gold hopes to change this by highlighting the unique features of Long Beach previously discussed such as small businesses.
- B. [Social Media, Digital Marketing & Communications Analytics](#)
- C. Update on Ongoing Marketing & Communications Campaigns
- Mayne Reviewed information on slide 10 with breaks down DLBA’s current marketing campaigns.
- D. Department Dashboard and Budget
- Highlights from May include welcoming Michael Berman as DLBA Communications Manager, DLBA continues to work alongside Studio LBP to create a powerful local media partnership.
5. Old Business
6. New Business
7. Public Comment (three minutes on all non-agenda items)
8. Adjourned at 5:25 PM.

**NEXT MARKETING COMMITTEE MEETING:**

**TBD Due to Independence Day**

**4:30 PM**

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



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