



**DOWNTOWN
LONG BEACH
ALLIANCE**

MEMBERS

Chair: TBD

Cameron Andrews

Ashley Chiddick

Ryan La Rosa

Nathan Lasker

Melissa Urena

Michael Vitug

Denise Carter

Patrick Michel

STAFF:

Amanda Barrera,
Administrative Assistant

Asia Morris
Communications &
Marketing Manager

MARKETING & COMMUNICATIONS COMMITTEE AGENDA

April 4, 2023

4:00 PM

DLBA Conference Room

100 W Broadway, Suite 120
Long Beach, CA 90802

1. Call to Order – Cameron Andrews
2. **ACTION ITEM:** Approval of Minutes from [March 7, 2023](#) Meeting.
3. Finalize Working Group Members for A and B 5 Minutes
4. Working Group Breakout Sessions 30 Minutes
 - A. Group A Update: East Village District Positioning Narrative
 - a. Work on Group Goals
 - B. Group B Update: North Pine Positioning Narrative
 - a. Work on Group Goals
 - C. Add updates from Working Group Breakout Sessions 10 Minutes
 - a. Group A (Melissa Urena)
 - b. Group B (Ryan La Rosa)
5. Staff Report 15 Minutes
 - A. Celebrate Downtown Marketing Recap
 - B. Social Media, Digital Marketing & Communications Analytics
 - C. Update on Ongoing Marketing & Communications Campaigns
6. Old Business
7. New Business
8. Public Comment (three minutes on all non-agenda items)
9. Adjournment

NEXT MARKETING & COMMUNICATIONS COMMITTEE MEETING:

May 2, 2023 4:00pm

Location: DLBA Conference Room (100 W Broadway, Suite 120)

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

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.

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