



**DOWNTOWN
LONG BEACH
ALLIANCE**

MEMBERS

Chair: TBD

Monica Garrett
Vice Chair

Cameron Andrews

Ashley Chiddick

Ryan La Rosa

Nathan Lasker

Melissa Urena

Michael Vitug

Denise Carter

STAFF:

Amanda Barrera,
Administrative Assistant

Michael Berman,
Communications

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MARKETING & COMMUNICATIONS COMMITTEE AGENDA

December 6, 2022

4:00 PM

The virtual portion of this meeting is being held pursuant to Assembly Bill 361.

DLBA Conference Room

100 W Broadway, Suite 120

Long Beach, CA 90802

OR

[Join Zoom Meeting](#)

Meeting ID: 824 4231 6102

Passcode: 603310

1. Call to Order – Monica Garrett, Vice Chair
2. **ACTION ITEM:** Approval of Minutes from [October 12, 2022](#) Meeting.
3. Chairperson's Report – Garrett 50 Minutes
 - A. Recent media narrative on DTLB
 - B. East Village District Neighborhood Marketing
4. Staff Report 10 Minutes
 - A. Social Media, Digital Marketing & Communications Analytics
 - B. Update on Ongoing Marketing & Communications Campaigns
5. Old Business
6. New Business
7. Public Comment (three minutes on all non-agenda items)
8. Adjournment

NEXT MARKETING COMMITTEE MEETING:

January 3, 2023

4:00pm

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 and AB 361, 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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