



**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

Patrick Michel

**STAFF:**

Amanda Barrera,  
Administrative Assistant

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Long Beach, CA 90802  
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**MARKETING & COMMUNICATIONS COMMITTEE AGENDA**

**February 7, 2023  
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: 867 3048 9504**

**Passcode: 853772**

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. DLBA MarCom Role
  - B. Assembly Bill 2449 – In Person Meetings
  - C. 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:**

**March 7, 2023**

**4:00pm**

Location: DLBA Conference Room  
100 W Broadway, Suite 120  
Long Beach, CA 90802

***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](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.