



**DOWNTOWN
LONG BEACH
ALLIANCE
MEMBERS**

Chair: Cameron Andrews

Vice Chair: TBD

Claudia Ayala

Ashley Chiddick

Ryan La Rosa

Nathan Lasker

Samantha Mehlinger

Patrick Michel

Melissa Urena

Michael Vitug

STAFF:

Amanda Barrera,
Administrative Assistant

Asia Morris
Communications &
Marketing Manager

James Ahumada
Sr. Vice President &
Deputy CEO

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MARKETING & COMMUNICATIONS COMMITTEE AGENDA

July 11, 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 [June 6, 2023](#) Meeting.
3. Working Group Break Out Sessions 15 Minutes
 - A. Melissa Urena (East Village Neighborhood Project)
 - B. Ryan La Rosa (North Pine Neighborhood Project)
4. Staff Report 30 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 & COMMUNICATIONS COMMITTEE MEETING:

August 1, 4:00 PM

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.