



**DOWNTOWN
LONG BEACH
ALLIANCE**

MEMBERS

Monica Garrett, Chair

Cameron Andrews,
Vice Chair

Amy Chambers

Sal Flores

Ryan La Rosa

Aimee Mandala

Vanessa Nunez

Michael Vitug

STAFF:

Amanda Barrera,
Administrative Assistant

Michael Berman,
Communications
Manager

MARKETING & COMMUNICATIONS COMMITTEE AGENDA

July 11, 2022
4:30 PM

This meeting is held via Zoom teleconferencing, pursuant to Assembly Bill 361.

[Join Zoom Meeting](#)

Meeting ID: 837 3833 7413

Passcode: 397106

1. Call to Order – Monica Garrett, Chair
2. **ACTION ITEM:** Approval of Minutes from [June 6, 2022](#) Meeting
3. Chairperson's Report – Garrett 40 Minutes
 - A. Discussion of potential new committee goal
 - B. General discussion of upcoming MarCom projects including PBID Renewal (City Council hearing on July 19)
4. Staff Report 20 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:

August 1, 2022

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.