



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

**MEMBERS**

Chair:TBD

Vice Chair:TBD

Cameron Andrews

Ashley Chiddick

Ryan La Rosa

Nathan Lasker

Melissa Urena

Michael Vitug

Patrick Michel

**STAFF:**

Amanda Barrera,  
Administrative Assistant

Asia Morris  
Communications &  
Marketing Manager

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**MARKETING & COMMUNICATIONS COMMITTEE AGENDA**

**May 2, 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 [April 4, 2023](#) Meeting.
3. Working Group Updates 30 Minutes
  - A. Group A Update: East Village District Positioning Narrative
    - i. Group A (Melissa Urena)
  - B. Group B Update: North Pine Positioning Narrative
    - i. Group B (Ryan La Rosa)
4. Staff Report 30 Minutes
  - A. Update on Community Budget Forum
    - i. FY23/24 Budget Discussion
  - 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:**

**June 6, 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](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.