



**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

September 12, 2022

4:30 PM

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

[Join Zoom Meeting](#)

Meeting ID: 854 3988 6983

Passcode: 613801

1. Call to Order – Monica Garrett, Chair
2. **ACTION ITEM:** Approval of Minutes from [July 11, 2022](#) Meeting
2. Chairperson's Report – Garrett 40 Minutes
  - A. Final review of committee goals
  - B. Input for next fiscal year
3. Staff Report 20 Minutes
  - A. Social Media, Digital Marketing & Communications Analytics
  - B. Update on Ongoing Marketing & Communications Campaigns
4. Old Business
5. New Business
6. Public Comment (three minutes on all non-agenda items)
7. Adjournment

### NEXT MARKETING COMMITTEE MEETING:

October TBD, 2022

4:30 PM

*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.