MARKETING & COMMUNICATIONS COMMITTEE AGENDA  
September 8, 2021  
4:00 PM

1. **Call to Order** – Alishia Holmes-Watson, Chair
2. **ACTION ITEM:** Approval of Minutes from **August 2, 2021** Meeting  
3. Chairperson’s Report – Holmes-Watson  
   A. A Year at a Glance
   B. Working Group Goal 1: Develop a series of promotional topics and marketing tactics to drive visitors and residents to Downtown Long Beach (Ryan LaRosa)
   C. Working Group Goal 2: Discuss how to effectively utilize a calendar post ideation (Sal Flores)
4. **Staff Report**  
   A. Review Draft Stat Plan Framework
   B. Social Media, Digital Marketing & Communications Analytics
   C. 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:**  
October 4, 2021  
4:30 PM

*Mission: Cultivate, preserve, and promote a healthy, safe and prosperous Downtown*

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.