



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

**MEMBERS**

Alishia Holmes-Watson,  
Chair

Cameron Andrews,  
Vice Chair

Jane Delorenzis

Sal Flores

Mike Gold

Ryan LaRosa

Aimee Mandala

Vanessa Nunez

**STAFF:**

Kraig Kojian,  
President/CEO

Kelsey Mader,  
Executive Assistant

Lauren Mayne,  
Social Media & Digital  
Marketing Coordinator

Michael Berman,  
Communications  
Manager

**MARKETING & COMMUNICATIONS COMMITTEE AGENDA**

September 8, 2021

4:00 PM

[Join Zoom Meeting](#)

Meeting ID: 830 6649 2595

Passcode: 845320

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 40 Minutes
  - 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 20 Minutes
  - 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](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.