



**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

MARKETING & COMMUNICATIONS COMMITTEE MINUTES

Monday, April 5, 2021
4:30 PM

[Join Zoom Meeting](#)

Meeting ID: 827 3817 2966
Passcode: 287720

Voting Present: Alishia Holmes-Watson, Cameron Andrews, Sal Flores, Mike Gold, Ryan LaRosa

Voting Absent: Jane Delorenzis, Aimee Mandala, Vanessa Nunez, Markel Ringer

DLBA Staff: Kraig Kojian, Kelsey Mader, Lauren Mayne

1. Call to Order – Alishia Holmes-Watson, Chair
[Meeting presentation](#). Meeting called to order at 4:34 PM.
2. **ACTION ITEM:** Approval of Minutes from [March 1, 2021](#) Meeting
MOTION: 1st: Gold; 2nd: Andrews.
VOTE: None opposed. No abstentions. Motion passes.
3. Chairperson's Report – Holmes-Watson
 - A. Working Group Remastered – Holmes-Watson & Ryan LaRosa
 - i. Working Group Goal 1: Develop a series of promotional topics and marketing tactics to drive visitors and residents to Downtown Long Beach.
 - ii. Working Group Goal 2: Discuss how to effectively utilize a calendar post ideation.
 - LaRosa reviewed ideation with the committee while brainstorming on possible approaches the group can take as the world nears a post-COVID time.
 - LaRosa posed the questions: What is the Committee trying to accomplish? What is the DLBA is doing and how we can the committee help the Board?
 - It is important to understand how to address people during/post-COVID, while keeping in mind that more people are slowly emerging back into the Downtown scene.
 - Kojian emphasized the importance of aligning this committee with the staff and Board. As is true with all DLBA's committees, there is overlap across each department. Marketing & Communications is responsible for spreading the word for not only its own committee, but all other DLBA committees as well.
 - Holmes-Watson specified that the framework is not being laid just for today, but for the future as well. The work that is being done now will become the standard.
 - LaRosa presented this [idea generation brief](#) to the committee which keeps COVID at the forefront of concern. He elaborated on the COVID-friendly aspects of Long Beach, highlighting the diverse activities available to residents and visitors alike.

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- Gold suggested not distinguishing between residents, business owners and visitors as Long Beach emerges from COVID. Promoting Downtown as a whole will help everyone within the community. Attach DLBA to communicating on behalf of Downtown, but slower build.
- Flores shared that the concern expressed by his clients is centered around getting word out that businesses are open.
- Holmes-Watson shared her experience participating in a webinar hosted by the International Downtown Association (IDA). She found that some of the cities discussed at this webinar were reimagined from what they previously were with a focus on the uniqueness of the areas.
- Holmes-Watson added that the things that are unique to Downtown Long Beach are what should be focused on to help reintroduce people to community. She cited diversity of people and small businesses, along with destinations such as the Queen Mary and Shoreline Village.
- Andrews encouraged awareness of Downtown, specifically focusing on open businesses. He asked the committee to think about what Downtown looks like three or four months from now (street closures, parklets, etc.). Kojian added that the DLBA's Placemaking will play a role in this.
- Gold and Kojian briefly discussed on the safety issues: 1) COVID safety and 2) crime/public safety. Less people in the public make the transient population and those experiencing homelessness more evident.
- LaRosa reminded the Committee that people are more receptive when listening to stories told by their peers rather than a large organization/business such as a Business Improvement District (BID). He suggested letting individuals share their stories, rather than the DLBA tell them for them.
- Gold, Andrews, and Kojian discussed the uncertainty of the Chauvin trial and potential side effects once a verdict is announced.

4. Staff Report

- Mayne presented slides 7-12.
- Andrews inquired about the tone of the articles in The Grunion Gazette and The Long beach Post which featured the DLBA. Mayne will investigate this and include this information moving forward.

5. Old Business

6. New Business

7. Public Comment (three minutes on all non-agenda items)

8. Adjournment

Meeting adjourned at 5:40 PM.

NEXT MARKETING COMMITTEE MEETING:

Monday, May 3, 2021

4:30 PM

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



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