



**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

August 2, 2021

4:30 PM

[Join Zoom Meeting](#)

Meeting ID: 847 5741 4643

Passcode: 854253

1. Call to Order – Alishia Holmes-Watson, Chair
2. **ACTION ITEM:** Approval of Minutes from [May 3, 2021](#), [June 7, 2021](#), and [July 8, 2021](#) Meetings
3. Chairperson's Report – Holmes-Watson 40 Minutes
 - A. Working Group Goal 1: Develop a series of promotional topics and marketing tactics to drive visitors and residents to Downtown Long Beach (Ryan LaRosa)
 - B. Working Group Goal 2: Discuss how to effectively utilize a calendar post ideation (Sal Flores)
4. Staff Report 20 Minutes
 - A. Social Media, Digital Marketing & Communications Analytics
 - B. Update on Ongoing Marketing & Communications Campaigns
 - C. Studio LBP Quarterly Update (Dennis)
5. Old Business
6. New Business
7. Public Comment (three minutes on all non-agenda items)
8. Adjournment

NEXT MARKETING COMMITTEE MEETING:

September 6, 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.