



**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 MINUTES

August 2, 2021

4:30 PM

[Join Zoom Meeting](#)

Meeting ID: 847 5741 4643

Passcode: 854253

Voting Present: Cameron Andrews, Sal Flores, Mike Gold, Ryan La Rosa, Aimee Mandala

Voting Absent: Alishia Holmes-Watson, Vanessa Nunez, Jane Delorenzis

DLBA Staff: Kraig Kojian, Lauren Mayne, Michael Berman, Kelsey Mader, Justine Nevarez

1. Call to Order – Cameron Andrews, Vice-Chair
[Meeting presentation](#). Meeting called to order at 4:34 PM.
2. **ACTION ITEM:** Approval of Minutes from [May 3, 2021](#), [June 7, 2021](#), and [July 8, 2021](#) Meetings
MOTION: 1st: Gold; 2nd: Flores.
VOTE: None opposed. No absences. Motion passes.
3. Chairperson's Report – Andrews
 - The committee split into breakout rooms with their respective working group.
 - 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)
 - La Rosa explained the objective of this working group is to promote Downtown as a destination. This includes identifying topics and potential events to bring visitors into the district.
 - With the back-to-school season right around the corner, the group looked at ideas of how to create a platform for local businesses and DLBA to support not only students, but also parents and teachers.
 - The group expanded on the idea of backpacks and school supplies for children, looking at packages and gift-basket type items to help parents and teachers successfully guide their children through the school year.
 - Andrews mentioned the importance of turning these ideas into action items.
 - La Rosa referenced California State University Long Beach (CSULB) and Long Beach City College (LBCC), incorporating college students into the conversation.
 - Aside from kids returning to school, conventions are returning to Downtown. DLBA aims to look at how to target the audience drawn to Downtown through conventions. Another idea is to help conventioners safely explore Downtown outside of the area immediately surrounding the convention center.
 - Lastly, the Grand Prix has proven to be burdensome to some Downtown residents and workers. It becomes increasingly important at this time to help simplify navigating the district for both locals and visitors. Similarly, as suggested for conventions, people coming to Downtown for this event should be encouraged to explore other parts of the district.



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- B. Working Group Goal 2: Discuss how to effectively utilize a calendar post ideation (Sal Flores)
 - Flores reminded the committee to send him any calendar ideas so he can add them to the Working Group's Asana project.
 - A new idea discussed for the calendar is National Hispanic Heritage Month which begins mid-September and ends mid-October.
 - Working Group 2 also discussed the holidays and what that will look like with the equipment from the Grand Prix still set up.
 - LB Living is promoting different Long Beach Holiday Boxes representing different Business Improvement Districts (BIDs) throughout the City. So far there are boxes from various business in Bixby Knolls and Belmont Shore. Flores suggested creating a Downtown Box.

4. Staff Report

A. Social Media, Digital Marketing & Communications Analytics

- Berman presented slide 9.

B. Update on Ongoing Marketing & Communications Campaigns

- Mayne presented slides 9-11.

C. Studio LBP Quarterly Update (Dennis)

- Dennis Dean, Director at Studio LBP, provided a quarterly update for the work being done for DLBA.
- Presented slides 13-20.
- Studio LBP helps with graphic design, photography, videography and streaming support, web development, and other ongoing campaigns.
- Studio LBP and DLBA's new campaign is "One Downtown" which focuses on recovery from the pandemic. The overall goal is to bring Downtown back to life.

5. Old Business

6. New Business

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

8. Adjournment

Meeting adjourned at 5:32 PM.

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.