



**DOWNTOWN
LONG BEACH
ALLIANCE**

MEMBERS

Monica Garrett, Chair

Cameron Andrews,
Vice Chair

Amy Chambers

Shawna Epps

Sal Flores

Ryan La Rosa

Aimee Mandala

Vanessa Nunez

Michael Vitug

STAFF:

Kelsey Mader,
Executive Assistant

Michael Berman,
Communications
Manager

MARKETING & COMMUNICATIONS COMMITTEE AGENDA

February 7, 2022

4:30 PM

This meeting is held via Zoom teleconferencing, pursuant to Assembly Bill 361.

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Meeting ID: 860 2299 5195

Passcode: 582438

1. Call to Order – Monica Garrett, Chair
2. **ACTION ITEM:** Approval of Minutes from [January 3, 2022](#) Meeting
3. Chairperson’s Report – Garrett 40 Minutes
 - A. PBID Brainstorming Session Update
 - B. Discussion of Pine Avenue Marketing Persona
4. Staff Report 20 Minutes
 - A. Social Media, Digital Marketing & Communications Analytics
 - B. 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

March 7, 2022

4:30 PM

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

All meetings held by the Downtown Long Beach Alliance shall be conducted in compliance with the Brown Act and AB 361, 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.