



**DOWNTOWN
LONG BEACH
ALLIANCE**

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Ryan La Rosa

Aimee Mandala

Vanessa Nunez

Michael Vitug

STAFF:

Kelsey Mader,
Executive Assistant

Lauren Mayne,
Social Media & Digital
Marketing Coordinator

Michael Berman,
Communications
Manager

**MARKETING & COMMUNICATIONS SPECIAL COMMITTEE
AGENDA**

**November 15, 2021
4:30 PM**

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

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Meeting ID: 894 9554 8882

Passcode: 591933

1. Call to Order – Monica Garrett, Chair
2. **ACTION ITEM:** Approval of Minutes from [October 11, 2021](#) Meeting
3. Chairperson’s Report – Garrett 40 Minutes
 - A. Continuation of discussion of Working Group Goals 2021-2022
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:

December 6, 2021

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, California Government Code Section 54950 et seq., and its requirement that public commissions, boards, councils, and public agencies conduct business openly, and in compliance with AB 361. 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.