



**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

Lauren Mayne,  
Social Media & Digital  
Marketing Coordinator

Michael Berman,  
Communications  
Manager

**MARKETING & COMMUNICATIONS COMMITTEE AGENDA**

October 11, 2021

4:30 PM

[Join Zoom Meeting](#)

Meeting ID: 857 1650 3568

Passcode: 715480

1. Call to Order – Monica Garrett, Chair
2. **ACTION ITEM:** Approval of Minutes from [September 8, 2021](#) Meeting
3. Chairperson's Report – Garrett 40 Minutes
  - A. Review of Marketing & Communications Dashboard
  - B. Review Strategic Plan - Marketing/Communications Section
  - C. Discussion & Approval of Working Group Goals 2021-2022
4. Staff Report 20 Minutes
  - A. Team Introductions
  - B. Social Media, Digital Marketing & Communications Analytics
  - C. 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:**

**November 1, 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](mailto: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.