



**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

July 8, 2021

2:00 PM

**Voting Present:** Alisha Holmes-Watson, Cameron Andrews, Aimee Mandala, Sal Flores

**Voting Absent:** Mike Gold, Ryan La Rosa, Vanessa Nunez, Jane Delorenzis

**DLBA Staff:** Kraig Kojian, Kelsey Mader, Lauren Mayne, Michael Berman, Jeremy Ancalade, Justine Nevarez, Eileen Valencia

**Guests:** David Sommers, Studio LBP; Amanda Kannard, PUMA

1. Call to Order – Alishia Holmes-Watson, Chair  
[Meeting presentation](#). Called to order at 2:04 PM.
2. **ACTION ITEM:** Approval of Minutes from [May 3, 2021](#) and [June 7, 2021](#) Meeting  
Quorum not reached; No action taken.
3. Chairperson's Report – Holmes-Watson
  - A. Working Group Goals
    - **WORKING GROUP I:**
      - Mandala reviewed the Google Doc put together by La Rosa. The Committee discussed the September Grand Prix and some of the inconveniences this event causes for residents and business owners. Some of the main concerns are street closures, schedule of races and test races, and noise.
      - Holmes-Watson discussed plans on how to mitigate these concerns and suggested posting this information on DLBA's social media as a tool to help navigate Downtown during this time. Mandala proposed using a similar information distribution method as was done for the civil unrest in May 2020.
      - The Committee shifted focus to businesses who typically notice a decrease in sales during this event. The group discussed advertising ideas to help funnel Grand Prix-goers to these businesses.
      - Flores suggested implementing an interactive map where people can enter the event and see the businesses that need support due to inconvenience of the event. This can possibly be integrated with the current DLBA interactive maps.
      - Sommers added that the LB Press Telegram is the exclusive media partner of the Grand Prix which is why it is challenging to get some of this information in other publications or media. However, this does not mean there is exclusivity on closure maps. Studio LBP can still build interactive things and deploy to stakeholders, such as Flores' interactive map idea.
      - Mandala, Kojian, and Mayne discussed the idea of a gift card giveaway to help support businesses during the Grand Prix.
      - Another topic discussed was businesses returning to offices. Some businesses are returning in a different form and no longer need the same office space as before the pandemic.
      - Additionally, Downtown visitors may not be aware of which businesses have re-opened since being closed because of the pandemic.



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- Flores and Kojian discussed opportunities to activate vacant storefronts. Kojian shared the Pop-Up Retail Program being developed by DLBA's Economic Development Committee.
- **WORKING GROUP 2:**
  - Flores shared the group's use of a Google Doc to organize current/upcoming events and possible discussion topics for DLBA with a focus on things you can do within Downtown.
  - Kojian hopes to be able to highlight what is going on throughout the year, like an editorial calendar. The idea is to look at every month and identify events, then build an entire campaign around each month. DLBA's different channels will be used to distribute this information. The group will work as far as 5 months out. This will help lighten the load for DLBA staff but will also help develop subject matter content as well.
  - Holmes-Watson suggested education as a main theme for August to coincide with the back-to-school season. This will help bring attention to youth in Downtown. Andrews added that the Aquarium has great education programs that can be incorporated into this campaign.

4. Staff Report

A. Present FY 2021 -22 Marketing & Communications Draft Budget

- Ancalade reported on proposed budget (on slide 8) for the Marketing & Communications department based on revenue that DLBA has certainty around (PBID, DPIA and Parking Meter Revenue).

B. Social Media, Digital Marketing & Communications Analytics

- Berman and Mayne reviewed slide 10.
- The Pike Outlets shooting earlier this month caused a spike in negative coverage of Downtown Long Beach.
- Mayne presented social media performance comparing June 2020 to June 2021. June 2020 was DLBA's highest performing month of all time.
- Mayne presented slide 12.

C. Department Dashboard and Budget

5. Old Business

6. New Business

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

8. Adjournment

Meeting adjourned at 3:13 PM.

**NEXT MARKETING COMMITTEE MEETING:**

**Monday, August 2, 2021**

**4:30 PM**

**HYBRID**



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