



**DOWNTOWN
LONG BEACH
ALLIANCE**

MEMBERS

Chair: TBD

Monica Garrett
Vice Chair

Cameron Andrews

Ashley Chiddick

Ryan La Rosa

Nathan Lasker

Melissa Urena

Michael Vitug

Denise Carter

STAFF:

Amanda Barrera,
Administrative Assistant

Michael Berman,
Communications

MARKETING & COMMUNICATIONS COMMITTEE NOTES

December 6, 2022

4:00 PM

The virtual portion of this meeting is being held pursuant to Assembly Bill 361.

DLBA Conference Room

100 W Broadway, Suite 120

Long Beach, CA 90802

OR

[Join Zoom Meeting](#)

Meeting ID: 824 4231 6102

Passcode: 603310

Voting Present: Monica Garrett, Cameron Andrews, Ryan La Rosa, Melisa Urena

Voting Absent: Ashley Chiddick, Nathan Lasker, Michael Vitug, Denise Carter

DLBA Staff: Michael Berman, Amanda Barrera

Guests: Samantha Diaz, Stephanie Perez

1. Call to Order – Monica Garrett, Vice Chair
[Meeting Presentation](#). Called to order at 4:03 PM.
2. **ACTION ITEM:** Approval of Minutes from [October 12, 2022](#) Meeting.
Action moved due to not meeting quorum.
3. Chairperson's Report – Garrett
 - A. Recent media narrative on DTLB
 - Berman asked the Committee how the narrative can be changed after a negative story was released about businesses wanting to leave Downtown Long Beach.
 - Andrews suggested that after a negative story comes out, DLBA should identify the main concerns and follow up.
 - B. East Village District Neighborhood Marketing
 - The committee will work on creating a new narrative for the East Village by surveying business owners in the area.
4. Staff Report
 - A. Social Media, Digital Marketing & Communications Analytics
 - 302 articles on Downtown Long Beach with a potential reach of 490M and \$4.5M in ad equivalency.
 - 104,772 total followers on DLBA social media outlets.
 - B. Update on Ongoing Marketing & Communications Campaigns
 - DLBA is updating signal wraps along Pine Ave which feature Downtown business owners.
 - Placemaking is putting on a scavenger hunt with gift card giveaways for the top scores.
5. Old Business
6. New Business

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7. Public Comment (three minutes on all non-agenda items)
8. Adjournment
Adjourned at 4:55 PM.

NEXT MARKETING COMMITTEE MEETING:

**January 3, 2023
4:00pm**

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.