



**DOWNTOWN
LONG BEACH
ALLIANCE**

MEMBERS

Chair: TBD

Cameron Andrews

Ashley Chiddick

Ryan La Rosa

Nathan Lasker

Melissa Urena

Michael Vitug

Denise Carter

Patrick Michel

STAFF:

Amanda Barrera,
Administrative Assistant

Asia Morris
Communications &
Marketing Manager

MARKETING & COMMUNICATIONS COMMITTEE MINUTES

April 4, 2023

4:00 PM

DLBA Conference Room

100 W Broadway, Suite 120
Long Beach, CA 90802

Voting Present: Cameron Andrews, Ashley Chiddick, Ryan La Rosa, Melissa Urena, Michael Vitug, Patrick Michel.

Voting Absent: Nathan Lasker

DLBA Staff: Amanda Barrera, Asia Morris, James Ahumada

1. Call to Order – Cameron Andrews
[Meeting Presentation](#). Called to order at 4:02PM.
2. **ACTION ITEM:** Approval of Minutes from [March 7, 2023](#) Meeting.
MOTION: 1st: La Rosa; 2nd: Chiddick.
VOTE: None opposed. Urena not present for vote. **Motion Passes.**
3. Finalize Working Group Members for A and B
 - Vitug has been added to working group A: East Village District Positioning Narrative.
4. Working Group Breakout Sessions
 - A. Group A Update: East Village District Positioning Narrative
 - i. Work on Group Goals
 - B. Group B Update: North Pine Positioning Narrative
 - i. Work on Group Goals
 - C. Add updates from Working Group Breakout Sessions
 - i. Group A (Melissa Urena)
 - The theme of the videos will be “A Day in East Village” focusing on a morning, lunch break, or evening themed itinerary.
 - Group members will film each other visiting their chosen businesses and send the content to DLBA by the end of April.
 - ii. Group B (Ryan La Rosa)
 - DLBA will send the group what the parameters are of the North Pine neighborhood and contacts we have as representatives of North Pine.
 - The group would like to add an incentive for participating in a survey of North Pine businesses/residents.
 - The group discussed the potential of having t shirts designed by local artists that represent the unique neighborhood.
5. Staff Report
 - A. Celebrate Downtown Marketing Recap
 - DLBA will have data soon on how many visitors came to the Celebrate Downtown event.
 - B. Social Media, Digital Marketing & Communications Analytics



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- 187 articles mentioned Downtown Long Beach which is \$6.69M in ad equivalency and 106 articles mentioned DLBA at \$29.69K in ad equivalency.
- The total number of social media followers for March increased to 103,808 from February's total of 103,687.
- The top performing Instagram reels were for St. Patrick's Day, Topgolf Swing Suite, and DLBA's Coffee, Convo, and Clean Up.
- The Downtown Scene Newsletter open rate increased 15% from February to March and Mochis Corner (new Weekly Round Up) increased by 9%.

C. Update on Ongoing Marketing & Communications Campaigns

- For Women's History Month, DLBA will be doing a gift card giveaway for 10 winners to 10 participating women owned businesses and an interactive map has been added to the website of all women owned businesses.
- The Entrepreneur & Small Business Education Series is a six-week program running from April 15 – May 20, 2023.
- DLBA's Coffee, Conversations, & Clean Up is Saturday April 8th and every other Saturday from 10:30am-12pm.
- MKCircle CEO Institute had their grand opening on March 31, 2023.
- DLBA is hiring for the Clean & Safe Team, Digital Media Coordinator, and Business Navigator.

6. Old Business
7. New Business
8. Public Comment (three minutes on all non-agenda items)
9. Adjournment

Adjourned at 5:00 PM.

NEXT MARKETING & COMMUNICATIONS COMMITTEE MEETING:

May 2, 2023 4:00pm

Location: DLBA Conference Room (100 W Broadway, Suite 120)

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. 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.