MARKETING & COMMUNICATIONS COMMITTEE MINUTES  
April 4, 2023  
4:00 PM

**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
• 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.