



**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:

Amanda Barrera,
Administrative Assistant

Michael Berman,
Communications
Manager

MARKETING & COMMUNICATIONS COMMITTEE MINUTES

April 4, 2022

4:30 PM

This meeting is held via Zoom teleconferencing, pursuant to Assembly Bill 361.

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Meeting ID: 859 3123 2985

Passcode: 032229

Voting Present: Monica Garrett, Cameron Andrews, Sal Flores, Vanessa Nunez

Voting Absent: Amy Chambers, Shawna Epps, Ryan La Rosa, Aimee Mandala, Michael Vitug

DLBA Staff: Michael Berman, Amanda Barrera, Jeremy Ancalade, Austin Metoyer, Justine Nevarez

Guests: Dennis Dean, Stephanie Perez

1. Call to Order – Monica Garrett, Chair
[Meeting presentation](#). Called to order at 4:38 PM.
2. **ACTION ITEM:** Approval of Minutes from [February 7, 2022](#) Meeting
NO ACTION TAKEN; QUORUM NOT MET
3. Chairperson's Report – Garrett
 - A. PBID Brainstorm
 - I. PBID Campaign Update from Austin Metoyer, DLBA Economic Development & Policy Manager
 - Metoyer reported that petitions returned in favor of the PBID renewal are currently at 45.5% out of 50+1% required to begin the ballot process.
 - He added that it will be helpful to express ways commercial property owners benefit from the PBID renewal.
 - II. Review Of PBID Marketing and Communications Plan (Jan-June)
 - Berman advised there could be a press release in April or May once the 50+1% goal is reached, and ballot process details are set by the City.
 - III. Overview of campaign materials
 - DLBA is developing a social media "Did You Know" campaign, a clean/safe Early Dawn Video, and "Fact vs. Fallacy" graphic.
 - Team is monitoring social media in the event of any anti-PBID discussion.
 - IV. PBID Brainstorm Session: 4 Questions
 - Andrews suggested leveraging programs the Chamber and the Long Beach Hospitality Association use within Downtown to reach the business audience.
 - Berman suggested telling stories of those experiencing homelessness to help bring awareness to this issue; advised a new Quality of Life Response Guide was just published.
 - Phone call reminders to build rapport with one person representing DLBA when sending out PBID reminders was suggested.
 - Andrews suggested using projected lights on City building walls during the campaign.



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- Garrett suggested featuring the Clean & Safe team as a “super team” in videos on social media to reach property owners.
4. Staff Report
 - A. Social Media, Digital Marketing & Communications Analytics
 - The Downtown Scene monthly newsletter has more than doubled its open rates and click rates from last year.
 - B. Update on Ongoing Marketing & Communications Campaigns
 - Berman advised that DLBA plans to continue leveraging the PBID campaign well after the PBID is renewed to continue engaging with this new audience. This will build additional awareness about DLBA, PBID and the Downtown community.
 5. Old Business
 6. New Business
 - Andrews suggested it would be a good idea to monitor Sacramento’s BID messaging after recent shooting to see how they managed the situation.
 7. Public Comment (three minutes on all non-agenda items)
 8. Adjournment
Adjourned at 5:35 PM.

NEXT MARKETING COMMITTEE MEETING:

May 2, 2022

4:30 PM

Mission: Cultivate, preserve, and promote a healthy, safe and prosperous Downtown for all

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