



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

## MEMBERS

Monica Garrett, Chair

Cameron Andrews,  
Vice Chair

Amy Chambers

Sal Flores

Ryan La Rosa

Aimee Mandala

Vanessa Nunez

Michael Vitug

## STAFF:

Amanda Barrera,  
Administrative Assistant

Michael Berman,  
Communications  
Manager

# MARKETING & COMMUNICATIONS COMMITTEE MINUTES

July 11, 2022  
4:30 PM

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

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**Meeting ID: 837 3833 7413**

**Passcode: 397106**

**Voting present:** Monica Garrett, Cameron Andrews, Amy Chambers, Ryan La Rosa, Michael Vitug

**Voting absent:** Sal Flores, Aimee Mandala, Vanessa Nunez

**DLBA Staff:** Michael Berman, Amanda Barrera, Justine Nevarez

**Guests:** Dennis Dean, Stephanie Perez

1. Call to Order – Monica Garrett, Chair  
[Meeting presentation](#). Called to order at 4:34 PM.
2. **ACTION ITEM:** Approval of Minutes from [June 6, 2022](#) Meeting  
**MOTION:** 1st: Chambers; 2nd: Andrews.  
**VOTE:** None opposed. No abstentions. Motion passes.
3. Chairperson's Report – Garrett
  - A. Discussion of potential new committee goal
    - Encouraging remote workers to spend time in Downtown to create more foot traffic in the daytime and connect with small businesses.
    - Suggested ideas: after work happy hour, featuring businesses where you could work remote (library, coffee shops, etc.), and places to use as a group work location to team build.
    - The committee will send Berman resources and environments that are useful for a "work-cation" to create a list from.
  - B. General discussion of upcoming MarCom projects including PBID Renewal (City Council hearing on July 19)
    - Q2 Snapshot Report, Commercial Office Space – although rented spaces have risen by 3.5%, vacancy rate is at a 20-year high.
    - Ballots will be counted live at City Council Meeting (July 19) – once passed, the committee suggested sending a digital "thank you" follow up, and a reminder of what services are provided.
    - Annual Public Safety Survey – The perception of safety and cleanliness in Downtown has dropped based on survey results.
4. Staff Report
  - A. Social Media, Digital Marketing & Communications Analytics
    - The amount of "negative news" about Downtown Long Beach has decreased by 50% since beginning of the year.
    - PBID Newsletter avg. open rate is at 60%, and Downtown Scene Newsletter has increased to 28.03%.
    - Around 1,300 "likes" on recent Taste of Downtown posts.
5. Old Business



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6. New Business
7. Public Comment (three minutes on all non-agenda items)
8. Adjournment  
Adjourned at 5:38 PM.

**NEXT MARKETING COMMITTEE MEETING:**

**August 1, 2022**

***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](mailto: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.