



**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

June 6, 2022

4:30 PM

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

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**Meeting ID: 883 8527 7633**

**Passcode: 200346**

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

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

**DLBA Staff:** Mike Berman, Amanda Barrera

**Guests:** Stephanie Perez, Studio LBP

1. Call to Order – Monica Garrett, Chair  
[Meeting presentation.](#) Called to order at 4:35 PM.
2. **ACTION ITEM:** Approval of Minutes from [May 2, 2022](#) Meeting  
**MOTION:** 1st: Chambers; 2nd: Vitug.  
**VOTE:** None opposed. No abstentions. Motion passes.
3. Chairperson's Report – Garrett
  - A. MarCom Committee Meeting Timing
    - July meeting moved to 7/11/22 due to holiday, but no changes to monthly meeting dates.
  - B. Discussion of potential new committee goal
    - Encourage remote workers to spend time in Downtown during week.
    - Suggestions included: 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.
    - Regarding previous goal of specific area personas, a list of questions will be determined prior to reaching out to business owners in those areas to collect data.
4. Staff Report
  - A. Social Media, Digital Marketing & Communications Analytics
    - 27.3% open rate on Downtown Scene Newsletter, double YOY; 66.4% open rate for PBID Newsletter; 40.4% open rate for Business Resource Newsletter, and 46.6% on Stay Informed DTLB Advisories.
  - B. Update on Ongoing Marketing & Communications Campaigns
    - Taste of Downtown event series: Pine & Promenade, and Waterfront.
5. Old Business
6. New Business
  - Question about Gold's Gym move to the Pike Outlet area and what happens with the vacant spot. Berman to follow up with DLBA's Austin Metoyer, ED.
7. Public Comment (three minutes on all non-agenda items)



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8. Adjournment  
Adjourned at 5:35 PM

**NEXT MARKETING COMMITTEE MEETING:**

**July 11, 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.