



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

## MEMBERS

Chair: TBD

Monica Garrett  
Vice Chair

Cameron Andrews

Ashley Chiddick

Ryan La Rosa

Nathan Lasker

Melissa Urena

Michael Vitug

## STAFF:

Amanda Barrera,  
Administrative Assistant

Michael Berman,  
Communications  
Manager

# MARKETING & COMMUNICATIONS COMMITTEE MINUTES

October 12, 2022

4:30 PM

[Join Zoom Meeting](#)

Meeting ID: 897 7608 4782

Passcode: 008050

**Voting Present:** Monica Garrett, Cameron Andrews, Ashley Chiddick, Nathan Lasker, Melissa Urena, Michael Vitug

**Voting Absent:** Ryan La Rosa

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

**Guests:** Tasha Hunter, Denise Carter

1. Call to Order – Monica Garrett, Vice Chair  
[Meeting Presentation](#). Called to order at 4:34 PM.
2. **ACTION ITEM:** Approval of Minutes from [July 11, 2022](#) Meeting.  
**Action Item Moved for revote.**
3. Chairperson's Report – Garrett
  - A. Committee member introductions
  - B. Discussion of committee goals
    - Previous goals include: PBID Brainstorming Session, Developing an Events Calendar Ideation Program, Define DTLB Neighborhood Identities, Establish New Generation of Downtown Advocates, and Develop Ideas to Attract Visitors to DTLB.
    - The Committee decided to focus on these 3 areas for strategy discussions: Addressing Homelessness, Economic Recovery in DTLB, and Addressing the Shift to Remote Work.
    - Next projects will be: Defining Neighborhood Personas for Marketing Campaigns, and Surveys to Determine Perceptions of DTLB, DLBA.
4. Staff Report
  - A. Social Media, Digital Marketing & Communications Analytics
    - Media coverage from September 1-30, 2022 included 62 articles highlighting DTLB and 8 articles on DLBA.
    - DLBA has a total of 104,696 followers spanning across social media accounts.
  - B. Update on Ongoing Marketing & Communications Campaigns
    - New signal wraps are being installed on Pine Ave highlighting different businesses downtown.
    - Unfiltered is a photography contest taking place from 10/1-10/31.
    - A Downtown scavenger hunt is in process to launch near November 1<sup>st</sup>.
5. Old Business
6. New Business



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

**NEXT MARKETING COMMITTEE MEETING:**

**November 2, 2022 Hybrid**

**4:30 PM**

***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.