



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

## MEMBERS

Alishia Holmes-Watson,  
Chair

Cameron Andrews,  
Vice Chair

Jane Delorenzis

Sal Flores

Mike Gold

Ryan LaRosa

Aimee Mandala

Vanessa Nunez

## STAFF:

Kelsey Mader,  
Executive Assistant

Lauren Mayne,  
Social Media & Digital  
Marketing Coordinator

Michael Berman,  
Communications  
Manager

# MARKETING & COMMUNICATIONS COMMITTEE MINUTES

September 8, 2021

4:00 PM

[Join Zoom Meeting](#)

Meeting ID: 830 6649 2595

Passcode: 845320

**Voting Present:** Alishia Holmes-Watson, Cameron Andrews, Jane Delorenzis, Sal Flores, Michael Vitug

**Voting Absent:** Mike Gold, Ryan La Rosa, Vanessa Nunez, Aimee Mandala

**DLBA Staff:** Lauren Mayne, Michael Berman, Kelsey Mader, Justine Nevarez, Jeremy Ancalade

**Guests:** David Sommers, Studio LBP

1. Call to Order – Alishia Holmes-Watson, Chair  
[Meeting presentation](#). Called to order at 4:07 PM.
2. **ACTION ITEM:** Approval of Minutes from [August 2, 2021 Meeting](#)  
**MOTION:** 1<sup>st</sup>: Delorenzis; 2<sup>nd</sup>: Andrews.  
**VOTE:** None opposed. Holmes-Watson abstained. Motion passes.
3. Chairperson's Report – Holmes-Watson
  - Holmes-Watson thanked the group for serving on the committee and announced that this will be her final year on the DLBA Board.
  - A. A Year at a Glance
  - B. Working Group Goal 1: Develop a series of promotional topics and marketing tactics to drive visitors and residents to Downtown Long Beach (Ryan LaRosa)
  - C. Working Group Goal 2: Discuss how to effectively utilize a calendar post ideation (Sal Flores)
    - Flores has updated the calendar with all ideas submitted thus far. Majority of these ideas came from Flores and Holmes-Watson, so the group designated committee time to brainstorming.
    - Holmes-Watson suggested highlighting community members and businesses outside of the DLBA Board. She proposed incorporating business anniversaries into DLBA newsletters.
    - Berman added that DLBA staff is researching business license renewals so that Holmes-Watson's idea can be implemented. In addition to these highlights, DLBA already sends letters to new businesses notifying them of the resources available, along with anniversary letters congratulating them on milestones achieved.
    - Starting this month, DLBA will begin highlighting grand openings in more detail by way of the weekly Roundup and monthly Newsletters.
    - Delorenzis and Holmes-Watson discussed different national celebrations months and which ones might be of interest to Long Beach, its business, and its residents.
    - Andrews asked if the current fiscal year's committee goals will be carried into the next year, or if next year's committee will create entirely new goals. Mader answered that the Governance Committee considered this when selecting the Chairs and Vice-Chairs for each of the five programming committees. By keeping a more tenured committee member as Chair or



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Vice-Chair, the group will be able to use the work done in the previous year as a foundation to build goals in the future.

4. Staff Report

A. Review Draft Stat Plan Framework

- Mayne reviewed the language in the Strategic Plan Framework (Goal 3) as it relates to the Marketing & Communications Committee via information on slides 10-13.
- Holmes-Watson brought up Neighborhood Associations, suggesting these areas could use more activation since DLBA's marketing efforts generally do not extend into residential, likely because businesses aren't as plentiful in these neighborhoods.
- Flores shared that his company is doing events at the Scottish Rite Cathedral with several thousand people which has helped activate underutilized parts of Downtown. The feedback he received was overwhelmingly positive, with community members thanking him for activating their neighborhood.
- Flores and Mader discussed the incorporation of residents into the Strategic Plan via neighborhood associations having a seat on the Strategic Plan Steering Committee. There was a consensus among the committee that more should be done to include residents.
- Holmes-Watson referred to Flores when considering partnerships for future events. Flores added that his company's events have all been in Downtown and discussed upcoming plans.

B. Social Media, Digital Marketing & Communications Analytics

- Mayne and Berman presented date on slide 15.

C. Update on Ongoing Marketing & Communications Campaigns

- Mayne presented slide 17.

5. Old Business

6. New Business

7. Public Comment (three minutes on all non-agenda items)

8. Adjournment

Meeting adjourned at 5:06 PM.

**NEXT MARKETING COMMITTEE MEETING:**

**October 4, 2021**

**4:30 PM**

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

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