



**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:

Kelsey Mader,
Executive Assistant

Lauren Mayne,
Social Media & Digital
Marketing Coordinator

Michael Berman,
Communications
Manager

MARKETING & COMMUNICATIONS COMMITTEE MINUTES

December 6, 2021

4:30 PM

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

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Meeting ID: 873 8609 0540

Passcode: 071785

Voting Present: Monica Garrett, Amy Chambers, Shawna Epps, Ryan La Rosa, Michael Vitug

Voting Absent: Cameron Andrews, Sal Flores, Aimee Mandala, Vanessa Nunez

DLBA Staff: Kelsey Mader, Michael Berman, Lauren Mayne, Jeremy Ancalade, Dennis Dean

1. Call to Order – Monica Garrett, Chair
[Meeting presentation.](#) Called to order at 4:34 PM.
2. **ACTION ITEM:** Approval of Minutes from [October 11, 2021](#) Meeting
MOTION: 1st: Garrett; 2nd: Vitug
VOTE: None opposed. No abstentions. Motion passes.
3. Chairperson's Report – Garrett
 - A. Review Notes from November 15, 2021 Meeting
 - Mayne confirmed there was some research on the target market/persona which will be reviewed in today's meeting.
 - B. Review Goals and Milestones
 - Goal #1: PBID Brainstorming Sessions
 - December: Connect with property owners.
 - January: Host a brainstorming session with the Marketing & Communications Committee focused on property owners during the petition stage.
 - March/April: Host a brainstorming session to encourage people to vote "yes" during the ballot stage.
 - Goal #2: Targeting Neighborhoods
 - December-February: Thorough dive into existing research.
 - February-April: Create the marketing personas.
 - April-June: Gather stories of individuals.
 - July-September: Produce 5-10 stories per neighborhood.
 - C. Working Group Sessions
 - I. PBID Brainstorming Sessions:
 - Berman reviewed the PBID process with the committee to discuss why the brainstorming sessions will be helpful with implementing new ideas.
 - Berman confirmed the economic development team has a list of all the business and property owners in the PBID. Part of the renewal process is confirming this information is accurate.
 - Berman suggested bringing in someone from PUMA to explain to the committee the ins and outs of the PBID which he will try to coordinate for the next committee meeting. Garrett confirmed this would be beneficial for the group to better understand how the PBID works so they can effectively inform business/property owners why they should vote "yes" on the renewal.



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- Berman advised once they get the final management plan, they will see the programs being recommended and the cost, and they will want to communicate this to those in the PBID along with what the city might look like without the PBID.
- Mader informed the committee that the outreach process has just begun and there will be physical mailings sent to business owners with information about the PBID renewal.
- Mader added that, in order, to get on the ballot, DLBA needs to get 50%+1 from all stakeholders within the district. Then when it comes time to vote for the renewal, 50%+1 of only those who submit their vote need to vote in favor for the PBID to be renewed.
- Chambers asked what specific qualities they might look for regarding the expert leader who will lead the brainstorming sessions.
- La Rosa volunteered to develop the structure for the brainstorming session process.
- Garrett and Chambers offered to meet with La Rosa when he plans to visit the DLBA staff to develop questions and goals for the brainstorming sessions.

2. Targeting Neighborhoods

- Mayne shared research data with the committee on residents and visitors since we don't have access to property owner info.
- Garrett asked what other research will be needed to create the personas. Chambers suggested using education level, what the household looks like, age, marital status, if they have children, residency duration, and what they do in their spare time.
- La Rosa also suggested distance of commute and how the residents find their information.
- Mayne confirmed we have sent out community surveys in the past through email, on the website, and social media.
- Garrett confirmed developing the survey will be added as a January milestone for this goal.
- Berman reminded the committee that this goal ties back into the DLBA Strategic Plan featuring the neighborhoods we serve.

4. Staff Report

- Announced that Mayne's last day at DLBA will be Friday, 12/10/21,
- Mader informed the monthly analytics review will be linked in the minutes for the next month's agenda.

A. Social Media, Digital Marketing & Communications Analytics

B. Update on Ongoing Marketing & Communications Campaigns

5. Old Business

6. New Business

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

8. Adjournment

Adjourned at 5:34 PM



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NEXT MARKETING COMMITTEE MEETING:

January 3, 2021

4:30 PM

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

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