Voting Present: Cameron Andrews, Ashley Chiddick, Ryan La Rosa, Nathan Lasker, Melissa Urena, Patrick Michel
Voting Absent: Monica Garrett, Michael Vitug, Denise Carter
DLBA Staff: Austin Metoyer, Mike Berman, Amanda Barrera, Asia Morris

1. Call to Order – Monica Garrett, Vice Chair
   Meeting Presentation. Called to order at 4:02 PM.

2. ACTION ITEM: Approval of Minutes from October 12, 2022 Meeting.
   MOTION: 1st: Lasker; 2nd: Chiddick.
   VOTE: None Opposed. Andrews Not Present for Vote. Motion Passes.

3. Chairperson’s Report – Garrett
   A. DLBA MarCom Role
      • Berman will be training Morris through the end of the month while he transitions out of DLBA.
   B. Assembly Bill 2449 – In Person Meetings
      • Beginning March 1, 2023, all committees and board meetings will be going back to in person participation.
   C. East Village District Neighborhood Marketing
      • The committee brainstormed ideas on how to market East Village.
      • Berman advised the next step will be to define the goals and create milestones for neighborhood marketing.
      • The process created to define and promote the unique neighborhoods in Downtown would be replicated for each neighborhood including North Pine.

4. Staff Report
   A. Social Media, Digital Marketing & Communications Analytics
      • There were 293 articles mentioning Downtown Long Beach and 5 articles mentioning DLBA in January.
      • There is a total of 103,713 followers across DLBA’s social media channels.
      • The Downtown Scene open rate has increased by 3.5% since last year.
      • Some top posts include the WOBA Grant Program Mixer, Waite Court Alley Activation, and the Lunar New Year promo.
B. Update on Ongoing Marketing & Communications Campaigns
   • There were 134 participants for the DLBA Holiday Adventure scavenger hunt with 289 photos and videos submitted.

5. Old Business

6. New Business

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

8. Adjournment
   Adjourned at 4:59 PM.

NEXT MARKETING COMMITTEE MEETING IN PERSON

March 7, 2023
4:00pm

Location: DLBA Conference Room
100 W Broadway, Suite 120
Long Beach, CA 90802

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

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