



**DOWNTOWN
LONG BEACH
ALLIANCE**

MEMBERS

Chair: TBD

Monica Garrett
Vice Chair

Cameron Andrews

Ashley Chiddick

Ryan La Rosa

Nathan Lasker

Melissa Urena

Michael Vitug

Denise Carter

Patrick Michel

STAFF:

Amanda Barrera,
Administrative Assistant

Asia Morris,
Communications &
Marketing Manager

100 West Broadway, Ste 120
Long Beach, CA 90802
T: 562.436.4259

MARKETING & COMMUNICATIONS COMMITTEE MINUTES

February 7, 2023

4:00 PM

The virtual portion of this meeting is being held pursuant to Assembly Bill 361.

DLBA Conference Room

100 W Broadway, Suite 120

Long Beach, CA 90802

OR

[Join Zoom Meeting](#)

Meeting ID: 867 3048 9504

Passcode: 853772

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.



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- 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

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. 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.