



**DOWNTOWN
LONG BEACH
ALLIANCE**

MEMBERS

Chair: Cameron
Andrews

Vice Chair: TBD

Claudia Ayala

Ashley Chiddick

Ryan La Rosa

Nathan Lasker

Samantha Mehlinger

Patrick Michel

Melissa Urena

Michael Vitug

STAFF:

Amanda Barrera,
Administrative Assistant

Asia Morris
Communications &
Marketing Manager

James Ahumada
Sr. Vice President &
Deputy CEO

MARKETING & COMMUNICATIONS COMMITTEE MINUTES

July 11, 2023

4:00 PM

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

VOTING PRESENT: Cameron Andrews, Claudia Ayala, Ryan La Rosa, Nathan Lasker, Samantha Mehlinger, Patrick Michel.

VOTING ABSENT: Ashley Chiddick, Melissa Urena, Michael Vitug

DLBA STAFF: Asia Morris, Amanda Barrera

1. Call to Order – Cameron Andrews
[Meeting Presentation](#). Called to order at 4:00PM.
2. **ACTION ITEM:** Approval of Minutes from [June 6, 2023](#) Meeting.
VOTE: 1st: La Rosa; 2nd: Lasker.
MOTION: None opposed. No Abstentions. Motion Passes.
3. Working Group Break Out Sessions
 - A. Melissa Urena (East Village Neighborhood Project)
 - Michel advised that the group will be taking more video for retail locations and will submit by the end of the month to DLBA for editing.
 - B. Ryan La Rosa (North Pine Neighborhood Project)
 - La Rosa advised the group is working on conducting a second round of research sessions to gather the material into a brief for future groups to help execute the awareness campaign.
4. Staff Report
 - A. Social Media, Digital Marketing & Communications Analytics
 - 8 Articles mentioning DLBA were published which comes to \$1.05M in ad equivalency.
 - Social media stats have increased from 104,119 in May to 106,064 in June.
 - Downtown Scene open rate has increased 10% since May.
 - B. Update on Ongoing Marketing & Communications Campaigns
 - Taste of Downtown Waterfront is coming up on August 9th – 10th.
 - DLBA posted recaps of 4th of July in Downtown including the 2nd Annual Independence Dog Day Parade.
 - 5 New signal pole wraps will be installed on Long Beach Blvd which feature a Downtown business with a wayfinding map.
 - The Discover Downtown Summer Scavenger Hunt has launched and currently has 153 participants.
 - DTLB's Summer Event Series includes a Summer Lunch Picnic, Roller Disco, Date Night on Pine, and a Movie Night on Pine.
 - The Coffee, Conversations, & Clean Up event is on Saturday July 15th 10:30am-12pm with guest speaker Barbara Sosa.



**DOWNTOWN
LONG BEACH
ALLIANCE**

MEMBERS

Chair: Cameron
Andrews

Vice Chair: TBD

Claudia Ayala

Ashley Chiddick

Ryan La Rosa

Nathan Lasker

Samantha Mehlinger

Patrick Michel

Melissa Urena

Michael Vitug

STAFF:

Amanda Barrera,
Administrative Assistant

Asia Morris
Communications &
Marketing Manager

James Ahumada
Sr. Vice President &
Deputy CEO

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

- The Elemental Shop had a grand opening on July 7th.
- DLBA posted their first Thread and is currently working on strategy for the new platform.

5. Old Business
6. New Business
 - Barrera will be filling the role of Digital Media Coordinator.
7. Public Comment (three minutes on all non-agenda items)
8. Adjournment

Adjourned at 4:44 PM.

NEXT MARKETING & COMMUNICATIONS COMMITTEE MEETING:

August 1, 4:00 PM

Location: DLBA Conference Room (100 W Broadway, Suite 120)

***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, 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.