MARKETING & COMMUNICATIONS COMMITTEE MINUTES
June 6, 2023
4:00 PM

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

Voting Present: Cameron Andrews, Claudia Ayala, Ashley Chiddick, Ryan La Rosa, Nathan Lasker, Samantha Mehlinger, Patrick Michel, Melissa Urena, Michael Vitug.
Voting Absent: Michael Vitug
DLBA Staff: Asia Morris, James Ahumada, Amanda Barrera

1. Call to Order – Cameron Andrews
   Meeting Presentation. Called to order at 4:03 PM.

2. ACTION ITEM: Approval of Minutes from May 2, 2023 Meeting.
   VOTE: 1st: La Rosa; 2nd: Chiddick.
   MOTION: None opposed. No abstentions. Motion passes.

3. Working Group Updates
   A. Melissa Urena (East Village Neighborhood Project)
      • Urena advised that the group will shoot footage for Wine District and Utopia once the video style is confirmed.
      • DLBA will be editing the footage for Instagram reels.
      • Mehlinger was added to the East Village Neighborhood Project.
   B. Ryan La Rosa (North Pine Neighborhood Project)
      • The group held a discussion with residents and businesses to see how they feel the area can best be activated.
      • Recommendations from the group included focusing on the history of North Pine, activating the space, and highlighting some of the unique businesses in the area.
      • The group will do more outreach and report back to the committee.
      • Ayala was added to the North Pine Neighborhood Project.

4. Staff Report
   A. FY24 Budget Discussion Continued
      i. Brainstorm Session for Update to “One Downtown” Campaign
   B. Social Media, Digital Marketing & Communications Analytics
      • 8 Articles mentioned DLBA which was $10.74K in total ad equivalency.
      • DLBA’s social media stats increased from 103,826 in April to 104,119 in May.
   C. Update on Ongoing Marketing & Communications Campaigns
      • Taste of Downtown Pine & Promenade takes place on June 7th and 8th.
      • For DTLBs Pride month, DLBA posted a story with Jewels Wears, promoted businesses hosting any Pride Month specials, and installed new Pride street pole banners.
      • Coffee, Conversations, & Clean Up will be on Saturday June 3rd at Lincoln Park from 10:30am-12pm.
5. Old Business
6. New Business
   - The next committee meeting will be moved to July 11th, 4pm-5pm.
7. Public Comment (three minutes on all non-agenda items)
8. Adjournment
   Adjourned at 5:00 PM.

**NEXT MARKETING & COMMUNICATIONS COMMITTEE MEETING:**
Tuesday July 11, 2023 4pm-5pm
Location: DLBA Conference Room (100 W Broadway, Suite 120)

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

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