



**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**

**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:** 1<sup>st</sup>: La Rosa; 2<sup>nd</sup>: 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 7<sup>th</sup> and 8<sup>th</sup>.
    - 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 3<sup>rd</sup> at Lincoln Park from 10:30am-12pm.

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5. Old Business
6. New Business
  - The next committee meeting will be moved to July 11<sup>th</sup> 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***

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](mailto: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.