



**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

March 7, 2023

4:00 PM

DLBA Conference Room

100 W Broadway, Suite 120
Long Beach, CA 90802

Voting Present: Patrick Michel, Cameron Andrews, Ashley Chiddick, Ryan La Rosa, Nathan Lasker, Melissa Urena.

Voting Absent: Monica Garrett, Michael Vitug, Denise Carter.

DLBA Staff: Amanda Barrera, Asia Morris, James Ahumada.

1. Call to Order – Cameron Andrews
[Meeting Presentation](#). Called to order at 4:04PM.
2. **ACTION ITEM:** Approval of Minutes from [February 7, 2023](#) Meeting.
Motion: 1st: Urena; 2nd: Lasker.
Vote: None opposed. No abstentions. Motion passes.
3. Chairperson's Report – Andrews
 - A. North Pine Positioning Narrative
 - This working group will develop a narrative for the North Pine neighborhood and assist with an awareness campaign from June-September.
 - La Rosa volunteered to lead this working group with committee members Andrews and Chiddick.
 - Andrews advised there was a survey / study of North Pine conducted around 2018 by The City, which the group might be able to access information from.
 - B. East Village District Positioning Narrative
 - This working group will promote established / unique businesses in the East Village Arts District from April to September to help increase awareness of the area.
 - Urena will be the group lead working with committee members Lasker and Michel.
 - C. Project plan with milestones
 - The committee members not present will be sent information to decide which working group they would like to be apart of.
4. Staff Report
 - A. Social Media, Digital Marketing & Communications Analytics
 - There were 276 articles about Downtown Long Beach and 3 articles on DLBA.
 - The overall engagement has increased across DLBA's social media channels.



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B. Update on Ongoing Marketing & Communications Campaigns

- The Celebrate Downtown & Spirit of Downtown event will take place on Thursday, March 23 from 5:30pm-8:30pm at Lincoln Park.
- Black Makers Mart took place on Saturday March 4, and there was a grand re-opening of Anneise/Ash Bay Soap on Wednesday March 1.

5. Old Business
6. New Business
7. Public Comment (three minutes on all non-agenda items)
8. Adjournment
Adjourned at 4:46PM.

NEXT MARKETING & COMMUNICATIONS COMMITTEE MEETING:

April 4, 2023 4:00pm

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 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.