



**DOWNTOWN
LONG BEACH
ALLIANCE**

MEMBERS

Chair: TBD

Vice Chair: TBD

Cameron Andrews

Ashley Chiddick

Ryan La Rosa

Nathan Lasker

Melissa Urena

Michael Vitug

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

May 2, 2023

4:00 PM

DLBA Conference Room

100 W Broadway, Suite 120
Long Beach, CA 90802

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

VOTING ABSENT: Michael Vitug.

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

1. Call to Order – Cameron Andrews
[Meeting Presentation](#). Called to order at 4:03 PM.
2. **ACTION ITEM:** Approval of Minutes from [April 4, 2023](#) Meeting.
MOTION: 1st: Urena; 2nd: Chiddick.
VOTE: None opposed. No abstentions. Motion passes.
3. Working Group Updates
 - A. Group A Update: East Village District Positioning Narrative
 - i. Group A (Melissa Urena)
 - Urena and Lasker recorded footage of a few businesses in East Village and will share with Asia for editing and confirmation on recording style.
 - The group will explore options for gift card giveaways once reels are posted.
 - B. Group B Update: North Pine Positioning Narrative
 - i. Group B (Ryan La Rosa)
 - The group now has contacts provided by DLBA for the North Pine neighborhood and will coordinate a meeting with them.
4. Staff Report
 - A. Update on Community Budget Forum
 - i. FY23/24 Budget Discussion
 - Around 20 community participants were in attendance for the forum giving their feedback on DLBA’s budget.
 - Chiddick suggested increasing DLBA’s visual and digital presence in the community, noting that the street poll banner project was a great way to highlight local businesses.
 - The committee will utilize 15 minutes of the next meeting to brainstorm an update for DLBA’s “One Downtown” slogan.
 - A. Social Media, Digital Marketing & Communications Analytics
 - There was a social media follower increase from March’s 103,808 to 103,826 in May.



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- DLBA is working with local influencer @LBFoodComa to promote the Taste of Downtown event.

B. Update on Ongoing Marketing & Communications Campaigns

- DLBA is currently promoting the Board Election Campaign, the Community Events Microgrant Program, and Coffee, Conversation, & Clean-Up.

5. Old Business

6. New Business

- Ahumada confirmed that DLBA is working on an agreement with the CVB to encourage flow from conference attendees to Downtown businesses.

7. Public Comment (three minutes on all non-agenda items)

8. Adjournment

NEXT MARKETING & COMMUNICATIONS COMMITTEE MEETING:

June 6, 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, 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.