MARKETING & COMMUNICATIONS COMMITTEE MINUTES
May 2, 2022
4:30 PM

Voting Present: Monica Garrett, Cameron Andrews, Amy Chambers, Sal Flores, Ryan La Rosa, Aimee Mandala
Voting Absent: Vanessa Nunez, Michael Vitug
DLBA Staff: Michael Berman, Amanda Barrera
Guests: Stephanie Perez, Dennis Dean

1. Call to Order – Monica Garrett, Chair
Meeting presentation. Called to order at 4:35 PM.

2. ACTION ITEM: Approval of Minutes from February 7, 2022 Meeting; (Meeting notes April 4, 2022).
VOTE: None opposed. No abstentions. Motion passes.

3. Chairperson’s Report – Garrett
A. PBID Brainstorm recap, next steps
   • Ideas to implement include 30-second video endorsement selfies from property owners for web; newsletter articles.
   • Next steps: DLBA to add content to DLBA website, create instructions and pointers for videos; gather in June.
B. Goal 2 timing
   • Targeting neighborhood goal for North Pine set for June.
   • The committee will identify some businesses to highlight and forward a contact to Berman as next step.
   • Flores suggested making “reels” instead of longer videos for Instagram while keeping the same creator for the content.
   • Business suggestions include Hamburger Mary’s, The Pie Bar, Anderson Paint & Hardware, Pine Animal Hospital, Los Compadres, Saints & Sinners Bakeshop.

4. General Mar/Com Meeting Involvement
   • Mandala suggested meeting at lunchtime which is better for her.
   • Chambers suggested leaving the meetings with action items and instruction for the next meeting to help keep on track with goals.

5. Staff Report
   A. Social Media, Digital Marketing & Communications Analytics
      • Downtown Scene Newsletter open and click through rates have significantly increased year over year.
   B. Update on Ongoing Marketing & Communications Campaigns
      • DLBA “Did You Know” series highlights facts about DLBA.
      • Spirit of Downtown Honorees promoted on the web, social media.
- Taste of Downtown posters to be shared on social media and via around Downtown.

6. Old Business

7. New Business

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

9. Adjournment
   Adjourned at 5:41 PM.

NEXT MARKETING COMMITTEE MEETING:

June 6, 2022

4:30 PM

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

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