



**DOWNTOWN
LONG BEACH
ALLIANCE**

MEMBERS

Monica Garrett, Chair

Cameron Andrews,
Vice Chair

Amy Chambers

Sal Flores

Ryan La Rosa

Aimee Mandala

Vanessa Nunez

Michael Vitug

STAFF:

Amanda Barrera,
Administrative Assistant

Michael Berman,
Communications
Manager

MARKETING & COMMUNICATIONS COMMITTEE MINUTES

May 2, 2022

4:30 PM

This meeting is held via Zoom teleconferencing, pursuant to Assembly Bill 361.

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Meeting ID: 885 7435 9216

Passcode: 492221

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).
MOTION: 1st: A. Chambers; 2nd: C. Andrews.
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.



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- 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

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.