MARKETING & COMMUNICATIONS COMMITTEE NOTES
August 1, 2022
4:30 PM

This meeting is held via Zoom teleconferencing, pursuant to Assembly Bill 361.
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Meeting ID: 895 3409 8723
Passcode: 525751

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

1. Call to Order – Monica Garrett, Chair
Meeting presentation. Called to order at 4:34 PM.

2. ACTION ITEM: Approval of Minutes from July 11, 2022 Meeting
ACTION MOVED DUE TO NOT MEETING QUORUM.

3. Chairperson’s Report – Garrett
A. Ideas on proposed “workcation” plan, connecting remoter workers
   • There will be a brainstorm session with Studio LBP on this concept to discuss resources for remote workers in Downtown.
B. Ongoing PBID Communications
   • Now that the PBID was renewed, the awareness for DLBA will be followed up on to reinforce the value through newsletters, mailers, etc.
C. Review Committee Meeting Date for September
   • Meeting moved to September 12th 4:30 PM.

4. Staff Report
A. Social Media, Digital Marketing & Communications Analytics
   • Downtown Scene has an open rate of 26.3% with a click rate of 3%.
   • PBID Newsletter had 60% average open rate.
   • Top posts by impressions on Instagram included Taste of Downtown and PBID renewal.
   • Garrett suggested using YouTube to promote and grow DLBA’s reach.

5. Old Business

6. New Business

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

8. Adjournment
   Adjourned at 5:05 PM.

NEXT MARKETING COMMITTEE MEETING:
September 12th, 2022
4:30 PM

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

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