



**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 NOTES

August 1, 2022

4:30 PM

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

[Join Zoom Meeting](#)

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



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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.

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