MARKETING & COMMUNICATIONS COMMITTEE NOTES
September 12, 2022
4:30 PM

VOTING PRESENT: Monica Garrett, Cameron Andrews, Amy Chambers, Ryan La Rosa.
VOTING ABSENT: Sal Flores, Aimee Mandala, Vanessa Nunez, Michael Vitug.
DLBA STAFF: Michael Berman, Amanda Barrera, Jeremy Ancalade, Justine Nevarez
GUESTS: Stephanie Perez.

1. Call to Order – Monica Garrett, Chair
   Meeting Presentation. Called to order at 4:33 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. Final review of committee goals
      • The petition and Ballot goals were achieved with help from the PBID Brainstorming Session goal.
      • The ideas circulated from the Targeting Neighborhood goal are being transitioned into the Remote Workers/Perfect Day DTLB goal.
   B. Input for next fiscal year
      • Engagement and participation are better in meetings with focused dialogue.
      • Committee members would like a clear vision of the committee goals and expectations at the top of the fiscal year.

4. Staff Report
   A. Social Media, Digital Marketing & Communications Analytics
      • 127 articles mention Downtown Long Beach, $3.9M in ad equivalency.
      • 5 articles mention DLBA with $13K ad equivalency and 1.4M potential reach.
      • Downtown Scene Aug Newsletter increased to 40.2% open rate while the Business Resource Newsletter was 42.6% open rate.
      • Top posts by impressions were on Taste of Downtown, and feedback on Mosaic redevelopment.
   B. Update on Ongoing Marketing & Communications Campaigns
      • The signal wraps on Pine will be rewrapped to feature local business owners.

5. Old Business

6. New Business

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

8. Adjournment
Adjourned at 5:29 PM.

NEXT MARKETING COMMITTEE MEETING:
October TBD, 2022
4:30 PM

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

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