



**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

September 12, 2022

4:30 PM

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

[Join Zoom Meeting](#)

**Meeting ID: 854 3988 6983**

**Passcode: 613801**

**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



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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***

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](mailto: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.