



**DOWNTOWN
LONG BEACH
ALLIANCE**

MEMBERS

Chair: Cameron Andrews

Vice Chair: TBD

Claudia Ayala

Ashley Chiddick

Ryan La Rosa

Nathan Lasker

Samantha Mehlinger

Patrick Michel

Melissa Urena

Michael Vitug

STAFF:

Stew Stephens
Programming Assistant

Asia Morris Communications
& Marketing Manager

James Ahumada
Sr. Vice President & Deputy
CEO

Amanda Barrera,
Digital Media Coordinator

MARKETING & COMMUNICATIONS COMMITTEE MINUTES

September 19, 2023

4:00 PM

DLBA Conference Room

100 W Broadway, Suite 120

Long Beach, CA 90802

Voting Present: Cameron Andrews, Claudia Ayala, Ashley Chiddick, Patrick Michel, Melissa Urena

Voting Absent: Ryan La Rosa, Nathan Lasker, Samantha Mehlinger, Michael Vitug

DLBA Staff: Stew Stephens, Amanda Barrera, Asia Morris, James Ahumada

1. Call to Order – Cameron Andrews, Chair
[Meeting Presentation](#). Called to Order 4:03 PM.
2. **RECOMMENDED ACTION: Approval of Minutes from [Aug. 1, 2023](#) Marketing & Communications Meeting.**
VOTE: 1st: Michel; 2nd: Chiddick.
MOTION: None opposed. No abstentions. Motion Passes.
3. Working Group Presentations
 - A. Melissa Urena (East Village Neighborhood Project)
 - Urena provides updates on the social media initiatives geared towards promoting 17+ businesses in the East Village Arts District (10 total video reels, 2 per committee member).
 - Businesses are highlighted by each reel's theme and the data metrics associated are provided (specific KPI available in meeting presentation) – the goal of 3k views per post was achieved by double (reel views: 9339, 6030, 11500, 5146, remaining TBD)
 - Recommendations include further social media engagement from committee members to bolster the effectiveness of the highlights. Specific local insight into the businesses' menus, parking, atmosphere, etc. are also helpful as are reels with voice-over narrations. Urena notes the importance of longevity in developing social media presence (multiple-part highlight reels, carousel posts, resharing, revising, etc).
 - B. Cameron Andrews (North Pine Neighborhood Project)
 - Andrews explains the conversations (questionnaire) had with North Pine residents and business owners to determine challenges to the area and develop strategies to address these concerns (primary reasons: not a hotspot for visitors, foot traffic tends to slow down beyond the 6th block, perception of danger/crime in the area, lack of a cohesive neighborhood narrative, and need for a wider variety of businesses to draw people).
 - Chiddick provides the following recommendations: developing a North Pine brand, narrative, and timeline for future stratagems.
 - The group discussed other impediments to the perception of North Pine as a viable location in Downtown to visit: a perception of no new offerings (or a greater need for marketing on this), perception of a lack of parking, perception of further distance from hotels, and tourist centers.

100 West Broadway, Ste 120
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T: 562.436.4259

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4. Group Discussion Continued

A. Break Out Sessions

i. Group A & B to discuss potential projects for next year

- Andrews provided a document: 'Strategic Plan Goals to Guide Committee Break-out Sessions on Brainstorming Projects for FY23-24'. One goal of this plan is to have Group B identify downtown areas/neighborhoods in need of further highlighting/promotional opportunities (like the North Pine area) through conversation and inquiry, and then having Group A utilize social media pushes, data reporting, and business collaborations, as was done in East Village.

ii. Discuss Group A & B members

- Working groups decided to remain as they are for FY 23-24.

5. Staff Report

A. Upcoming Events

B. Social Media, Digital Marketing & Communications Analytics

- Morris offered an overview of Media Coverage for Downtown Long Beach and the DLBA for the month of August: 63 media mentions for DTLB (+24%), \$2.21M Ad equivalency, 3 articles for DLBA (-25%), \$5.05K Ad equivalency. Total DLBA Social Media Channel Stats for July and August were up 2K from July with 108,622 for August. Analytics also provided for Downtown Scene, Business Resource Newsletter, & Mochi's Corner (specifics available in meeting presentation).

C. Update on Ongoing Marketing & Communications Campaigns

- Morris provided the group with updates regarding several projects: East Village Reel Project, Long Beach Blvd. Signal Pole Signs & Pine Storefront Wraps, and the Community Events Microgrant Program for fall/winter.

6. Old Business

7. New Business

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

9. Adjournment

Adjourned at 5:04 PM

NEXT MARKETING & COMMUNICATIONS COMMITTEE MEETING:

October 17, 4:00 PM

Location: DLBA Conference Room (100 W Broadway, Suite 120)

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

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