

**Long Beach Convention and Visitors Bureau (CVB) Special Board Meeting**  
**Long Beach Convention and Entertainment Center, Seaside Ballroom**  
**Thursday, January 26, 2023**  
**Minutes**

**Board Present**

Bill Collier, Greg Bombard, Greg Guthrie, Imran Ahmed, John Thomas, Larry Jackson, Lisa Arias, Marcelle Epley, Nicky Clair, Renato Alesiani, Ron Nelson, Silvano Merlo, Terry Antonelli, Todd Lemmis, William Rouse

**Board Absent**

Hitu Patel, Jim Michaelian, Mooyon Kim, Raymond Min, Dennis Patel, Jane Netherton, John Thompson, Rob Adams,

**Staff Present**

Steve Goodling, Jeff Forney, Shannon White, Joshua Switzer, Aristotle Marinas, Lauren Mayne, Paula Zepeda, Aristotle Marinas, Kenya Bannister, Joseph Jenci, Courtney Russell, Steve Lowery, Cindy Robbins, Denny Cristales

**1. Call to Order LBCVB Special Board Meeting**

- Called to order at 12:16pm

**2. Public Comment**

- No public comments

**3. LBCVB 2022/23 Financial Update**

- Larry Jackson presented forecasted PBIA funds and provided updates on the budget.

**4. Approval of LBCVB 2022/23 Financial Update**

- Motioned by Greg Bombard, seconded by Ron Nelson, all in favor, no opposed, no abstentions

**5. Approval of December 14, 2022, Special Board Meeting Minutes**

- Motioned by John Thomas, seconded by Renato Alesiani, all in favor, no opposed, no abstentions

**6. CEO Report by Steve Goodling**

a. City of Long Beach updates

- Bo Martinez, Director of Economic Development with the City of Long Beach, and staff present information about Queen Mary.
- Homeless Emergency Program update provided.

b. Holiday recap

- Tree lighting saw a 20 percent increase in attendance, with 6000 people attending.
- 457,000 accounts engaged with CVB videos promoting event.

c. Swearing in and State of the City recap

- Inauguration of Long Beach Mayor Rex Richardson took place in January.

d. Membership/City of Long Beach program

- Jeff Forney detailed CVB COOP Small Business Marketing Program.

f. Communications Overview

- Aiming to increase output weekly with listicle articles and social media videos
- Coordinating with DLBA and other local entities

g. Marketing LBCC Entertainment Event

- Simon and Garfunkel Story event - 800+ tickets sold by Thursday, and then with a social media boost, it increased about 50 percent in sales

h. Group Sales Strategy/Micro Events

- Spotlight on Long Beach sales force - specifically Josh and Shannon,

i. Omega Psi Phi Update

- Mayor Richardson assisted in creating marketing video to bring group to Long Beach

j. Passenger Vessel Association Update

- Greg Bombard assisted in bring group to Long Beach

k. Breakers Hotel Update

- Todd Lemmis and Renato Alesiani detailed the return of the Sky Room and an overview of renderings. Fairmont Breakers Long Beach aiming to open January 2024.

**7. Promotional Funds Request for groups presented by Kenya Bannister - Board Discussion and Consideration of Funding for:**

a. National Retail Federation

- Approval of funding for the National Retail Federation -Motioned by Todd Lemmis, Seconded by Larry Jackson, all in favor, no opposed, no abstentions

b. American Physiological Society

- Approval for funding for the American Phsiological Society - Motioned by Todd Lemmis, seconded by Renato Alesiani, all in favor, no opposed, no abstentions

c. National Federation of Catholic Youth

- Approval of funding for the National Federation of Catholic Youth -Motioned by Renato Alesiani, seconded by John Thomas, all in favor, no opposed, no abstentions

d. MJH Events

- Approval of funding for MJH Events -Motioned by Marcelle Epley, seconded by Larry Jackson, all in favor, no opposed, no abstentions

e. California Charter Schools Association

- Approval of funding for the California Charter Schools Association events -Motioned by Silvano Merlo, seconded by Ron Nelson, all in favor, no opposed, no abstentions

f. Russ Kembel & Associates

- Approval of funding for the Russ Kembel and Associates events - Motioned by Renato Alesiani, seconded by Greg Bombard, all in favor, no opposed, no abstentions

**8. Department Reports**

a. Sales by Joseph Jenci

- 83 percent ahead of pace for 2023, 2024 is 19 percent, and 2025 is 13 percent
- 96 percent ahead on tentative funnel in 2023, 2024 is flat, 2025 is 5 percent ahead
- Leads - last fiscal year, CVB was up 51 percent, this month up 38 percent, up 23 percent in q1

b. Communications by Steve Lowery and Lauren Mayne

- Focus on blogs and producing content
- Influencer partnerships and focusing on accounts with high audience engagement and who align with CVB values
- Instagram reels - top performing post recently was the tree lighting preview in December, which had 31,744 plays and 29,696 accounts reached

**9. Adjourn Meeting**

- Motioned by Todd Lemmis, seconded by William Rouse, all in favor, no opposed, no abstentions
- Meeting adjourned at 1:35pm