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Downtown Glendale Association
District Identity/Marketing
Tuesday, March 15th, 2016 – 9:00 a.m.
100 N Brand Blvd, 6th Floor Conference Room, Glendale, CA 91203
www.downtownglendale.com

Present: Helen McDonagh, Elissa Glickman, Lisa Yeghiayan, Jennifer McLain, Tamar Sadd

Staff: Marco Li Mandri, Nick Lemmo, Ryan Huffman, Tim Gallagher

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions	Helen McDonagh called the meeting to order at 9:00 a.m.	No Action Taken
2. Public Comments and Announcements	<p>Helen opened the floor to public comment and announcements:</p> <p>a. Helen commented on the lack of information about Glendale at the Burbank Airport. When visitors fly into Burbank, there should be information about Glendale. The DGA needs to look into placing a brochure at the airport.</p> <p>b. Jennifer McLain and Tamar Sadd commented on the city's new social media campaign they will be launching called #MeetMeOnBrand. The campaign is to help increase business to Brand Boulevard. They will be hiring a photographer and will be passing out flyers and napkins to promote the launch of the social media campaign.</p> <p>c. Jennifer McLain commented that the City would be launching Tech Week, called Tech On Tap. Jennifer will provide more information as the date gets closer.</p>	No action taken

<p>3. Approval of January 19th, 2016 Minutes</p>	<p>DISI Committee reviewed the minutes from January 19th, 2016</p>	<p>Elissa moved and Lisa seconded the approval of the January 19th, 2016 minutes. The motion was approved unanimously.</p>
<p>4. Review of budget YTD for DISI/Marketing</p>	<p>Marco went over the DISI Budget for FY 2016. Discussion followed.</p>	<p>No action taken</p>
<p>5. Update on DISI activities</p>	<p>Helen went over a number of activities from the Committee:</p> <ul style="list-style-type: none"> a. Cruise Night: Will be discussed at the next Board Meeting. b. Taste of Glendale: The DGA Paid \$5,000.00 to sponsor the event. It will be held up and down on Brand Blvd. and Maryland Ave. There will be pop up venues at Massage Envy, Alex Theater, Gauchos Village, Museum of Neon Art, and Cushman Wakefield. Tickets are currently on sale and they project it to be a great event. c. Police Luncheon: The DGA has paid to sponsor the Glendale Police Foundation Luncheon. d. State of the City Luncheon: The DGA has paid to sponsor the Glendale State of the City Awards Luncheon. e. Open Arts and Music Festival: Elissa commented on the status of the Open Arts and Music Festival. There will be more information to come in the future. f. Earth Day: The DGA will not be directly participating in Earth Day. <p>Discussion followed on all activities.</p>	<p>No action taken</p>
<p>6. Public Relations, Website, and Social Media Report</p>	<p>Helen went over the Website and Social Media Report. Tim went over the Public Relations report. Discussion followed on all reports.</p>	<p>No action taken.</p>
<p>7. Distribution of PR RFP as per city Contract</p>	<p>Marco explained the RFP, where it would be posted, and who it was directly sent too. The deadline was established as April 22nd, 2016.</p>	<p>No action taken.</p>

	Discussion followed. The Committee will review all respondents at the next meeting.	
10. Next Meeting	Next meeting for the DISI Committee will be held on May 4 th , at 2:00 p.m. 100 North Brand Blvd., 6 th floor conference room, Glendale CA 91203	No Action Taken

Minutes taken by Ryan Huffman, staff.