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**Downtown Glendale Association**  
**District Identity/Marketing**  
**Wednesday, May 4<sup>th</sup>, 2016 – 2:00 p.m.**  
**100 N Brand Blvd, 6<sup>th</sup> Floor Conference Room, Glendale, CA 91203**  
**[www.downtownglendale.com](http://www.downtownglendale.com)**

**Present:** Helen McDonagh, Lisa Yeghiayan, Jennifer McLain,

**Staff:** Marco Li Mandri, Nick Lemmo, and Ryan Huffman, Shant Sahakian

**MINUTES:**

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
<b>1. Introductions</b>	Helen McDonagh called the meeting to order at 2:00 p.m.	<b>No action taken.</b>
<b>2. Public Comments and Announcements</b>	<p>Helen opened the floor to public comment and announcements:</p> <p>a. Jennifer McLain commented that the City would be launching Tech Week, called Tech On Tap. Jennifer provided the dates of September 13<sup>th</sup> – 20<sup>th</sup>, 2016. They also have a website- Glendaletechweek.com. The DGA will help support this by promoting it on social media.</p> <p>b. Lisa Yeghiayan commented that the Rotary would be having a Fun and Fitness day. It will include an urban scavenger hunt. The DGA commented that next year they would be interested in participating.</p> <p>c. Ryan Huffman passed around pricing information on advertising at the Burbank Airport. Marco explained that the DGA should consider having a brochure style design that has Downtown Glendale on top with website and a map of the Downtown Area on the back. Jennifer McLain commented that the City might</p>	<b>No action taken.</b>

	<p>be interested in helping with this and they too would like to be promoting Glendale at Burbank Airport.</p> <p>d. Shant Sahakian announced that next week is Glendale Dodger night.</p>	
<b>3. Approval of March 15<sup>th</sup>, 2016 Minutes</b>	DISI Committee reviewed the minutes from March 15 <sup>th</sup> , 2016.	<b>The minutes were approved by consensus.</b>
<b>4. Review of budget YTD for DISI/Marketing</b>	Marco went over the DISI Budget for FY 2016. Discussion followed.	<b>No action taken.</b>
<b>5. Review of PR RFP responses:</b>	<p>Marco explained the RFP and reviewed the one response that was received from Olive PR.</p> <p>Marco explained that The 20/20 Network did not respond and that the RFP has been reissued with a new May 20<sup>th</sup> due date. This will allow more companies to respond.</p> <p>Discussion followed.</p>	<b>No action taken.</b>
<b>6. Holiday decorations vendor</b>	Nick passed around and explained the decoration book that was delivered to the DGA. Discussion followed.	<b>No action taken.</b>
<b>7. Update on DISI activities</b>	<p>Helen went over a number of activities from the Committee:</p> <p>a. Cruise Night: Will be discussed at the next Board Meeting.</p> <p>b. Taste of Glendale: The event is happening tonight on May 4<sup>th</sup>. 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.</p> <p>c. Police Luncheon: The DGA has paid to sponsor the Glendale Police Foundation Luncheon.</p> <p>d. Open Arts and Music Festival: There will be more information to come in the future.</p> <p>Discussion followed on all activities.</p>	<b>No action taken.</b>

<b>8. Public Relations, Website, and Social Media Report</b>	Helen went over the Website, Social Media Report, and Public Relations report. Discussion followed on all reports.	<b>No action taken.</b>
<b>9. New Public Spaces</b>	Nick commented that all the Tables, Chairs, and Umbrella's have been received. Nick commented that a number of Tables, Chairs, and Umbrella's were set up to assist with the Taste of Downtown Glendale. The new Tables, Chairs, & Umbrella's will start being set up within the district.	<b>No action taken.</b>
<b>10. Next Meeting</b>	Next meeting for the DISI Committee will be held on June 16th, at 11:00 a.m. 100 North Brand Blvd., 6 <sup>th</sup> floor conference room, Glendale CA 91203	<b>No action taken.</b>

Minutes taken by Ryan Huffman, staff.