



Joe Stitick,  
President  
Raul Porto,  
Vice President  
Helen McDonagh,  
Treasurer  
Rick Lemmo,  
Secretary  
Brent Gardner  
Phil Lanzafame

**Downtown Glendale Association**  
**District Identity/Marketing**  
**Tuesday, September 6<sup>th</sup>, 2016 – 11:00 a.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, Joe Stitick, Elissa Glickman

**Staff:** Nick Lemmo, Ryan Huffman, Shant Sahakian, Dianne McKay, Brooke Lubel

**MINUTES:**

| <i>Item</i>  | <i>Discussion</i>  | <i>Action Taken?</i>   |
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| <b>1. Introductions</b>                                  | Helen McDonagh called the meeting to order at 11:00 a.m.   | <b>No action taken.</b>  |
| <b>2. Public Comments and Announcements</b>              | Helen opened the floor to public comment and announcements:<br>a. Jennifer McLain announced that the Glendale Galleria would be celebrating their 40 <sup>th</sup> on October 4 <sup>th</sup> , 2016 at 10:00am.<br>b. Shant announced that GO-2016 would be offering a free self-guided studio tour on October 15 <sup>th</sup> -16 <sup>th</sup> from 11:00am – 5:00pm.<br>C. Jennifer McLain announced that the Maryland Paseo is now open and off to a great start. The DGA has been instrumental in helping the city promote Maryland by providing the concrete flower planters, tables, chairs, umbrellas, and helping maintain the cleanliness. The Ambassadors have been a great help too. | <b>No action taken.</b>  |
| <b>3. Approval of June 16<sup>th</sup>, 2016 Minutes</b> | DISI Committee reviewed the minutes from June 16th, 2016.  | <b>Elissa Moved to approve the June 16<sup>th</sup>, 2016 minutes. Joe</b> |

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|   |   | seconded the motion. The minutes were approved unanimously. |
| <b>4. Review of budget YTD for DISI/Marketing</b> | Nick went over the DISI Budget for FY 2016. Discussion followed.  | <b>No action taken.</b>                                     |
| <b>5. Update on DISI activities</b>               | <p>Helen went over a number of activities from the Committee:</p> <p>a. Cruise Night: Cruise night was a success. Mustang Marketing along with NCA &amp; NCPS staff worked the booth. The DGA gave away free coffee to Urartu Coffee, tickets to the Alex, and DGA logo Koozies.</p> <p>b. Open Arts &amp; Music Festival: Elissa explained the details about the festival that will be held on September 17<sup>th</sup>, 2016. She also talked about having the DGA raffle off two tickets to Break on Through which will offer a meet and great with the band. Elissa provided cards that the Ambassadors will help distribute too.</p> <p>c. Glendale Tech Week: Jennifer explained the details of Glendale Tech Week. There will be nearly 20 events located throughout the district. The DGA was instrumental with advertising by hanging banners and posting on social media. The majority of the events will run from September 14<sup>th</sup> thru September 16<sup>th</sup>, 2016.</p> <p>d. Holiday Decorations: Nick explained that the DGA would be installing the fall displays again. They will consist of Hay, Pumpkins, and Scarecrows. He said he would start putting them up towards the end of September and take them down around Thanksgiving. Mustang Marketing will also conduct raffle prizes that will correlate with the Fall displays.</p> <p>e. Walking Map: The walking map has been designed by NCA. The verbiage will be worked on by Mustang Marketing and should be completed shortly. Once the map is completed it will be distributed. Joe also expressed interest</p> | <b>No action taken.</b>                                     |



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|  | <p>in posting the map in the parking garages to show people that are not familiar with the area where stores are located.</p> <p>Discussion followed on all activities.</p>   |  |
| <b>6. Public Relations, Website, and Social Media Report</b> | <p>Helen reviewed the Website, Social Media, and Public Relations report.</p> <p>a. Brooke from Mustang Marketing passed out and reviewed a detailed report. She is going to look into expanding the Instagram account into a business account. She will also start incorporating the Seasonal Displays along with the Jingle Bell Run as they come online.</p> <p>b. Shant reviewed his report and announced that they will look into syncing the DGA, Glendale Arts, and Glendale Calendars.</p> <p>Discussion followed on all reports.</p> | <b>No action taken.</b>  |
| <b>7. Tech Week Reception Sponsorship</b>                    | <p>Helen reviewed the action item for the DGA to sponsor Tech Week by providing a \$2,500.00 dollar donation for the September 14<sup>th</sup>, reception at Bourbon Steakhouse.</p> <p>Discussion Followed.</p>  | <p><b>Elissa moved to approve the \$2,500.00 sponsorship of tech week that will come out of the Special Events line item in the DISI budget. Joe seconded the motion. The motion was approved unanimously.</b></p> |
| <b>8. Next Meeting</b>                                       | <p>Next meeting for the DISI Committee will be held on October 5th, at 10:00 a.m. 100 North Brand Blvd., 6<sup>th</sup> floor conference room, Glendale CA 91203</p>  | <b>No action taken.</b>  |

Minutes taken by Ryan Huffman, staff.