



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

**Downtown Glendale Association
District Identity and Streetscape Improvements (DISI) Committee
Wednesday, November 9th, 2016 – 9:00 a.m.
100 N Brand Blvd. – 6th Floor Conference Room, Glendale, CA 91203**

AGENDA

1. **Introductions – Helen McDonagh, Chair**
2. **Public Comment and Announcements**
3. **Review of October 5th, 2016 Minutes** **Action Item**
4. **Review of FY16 budget**
5. **Update on Activities-**
 - Maryland Avenue Paseo
 - Walking Map
 - Jingle Bell Run
 - Umbrellas
 - Dog Waste Dispensers
 - Social Media Report / Public Relations
 - Website Report
6. **Valet Parking Service-**
 - Discussion on adding a valet parking service to the district.
7. **Holiday Decorations-**
 - Reallocate line item from Videos to Seasonal Displays **Action Item**
 to accommodate holiday lighting program.
7. **Other**
8. **Next Meeting: _____**

BROWN ACT: *Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. The Corporation posts all Board and Committee agendas at the meeting room door as well as the DGA office door. Action may not be taken on items not identified as such and posted on the agenda. Meeting facilities may be accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Ryan Huffman at 818 476-0120 x 420 at least 48 hours prior to the meeting*



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

Downtown Glendale Association
District Identity/Marketing
Wednesday, October 5th, 2016 – 10:00 a.m.
100 N Brand Blvd, 6th Floor Conference Room, Glendale, CA 91203
www.downtownglendale.com

Present: Helen McDonagh, Lisa Yeghiayan, Jennifer McLain, Joe Stitick, Elissa Glickman, Michael Yeghiayan,

Staff: Marco Li Mandri, Nick Lemmo, Ryan Huffman, Shant Sahakian, Brooke Lubel

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions	Helen McDonagh called the meeting to order at 10:00 a.m.	No action taken.
2. Public Comments and Announcements	<p>Helen opened the floor to public comment and announcements:</p> <p>a. Elissa announced that Glendale Arts will be presented an award at the Glendale Education Breakfast.</p> <p>b. Elissa announced that the Alex has a full list of shows for the holidays.</p> <p>c. Elissa announced that the Open Arts and Music Festival was a success.</p> <p>d. Michael announced that the Chamber of Commerce Expo will be on October 19th, 2016. They will have a professional photographer available for new pictures and many companies from the district will have booths.</p> <p>e. Ryan passed info for Jill about new restaurants and the upcoming events at the Americana.</p> <p>f. Jennifer announced that Egg Slut will be opening on November 15th. Gen Korean BBQ</p>	No action taken.

	will be opening on Maryland Avenue and 1-Denim jeans just opened. Discussion Followed.	
3. Approval of September 6th, 2016 Minutes	DISI Committee reviewed the minutes from June 16th, 2016.	Elissa Moved to approve the June 16th, 2016 minutes. Joe seconded the motion. The minutes were approved unanimously.
4. Review of budget YTD for DISI/Marketing	Staff went over the DISI Budget for FY 2016. Discussion followed.	No action taken.
5. Update on DISI activities	<p>Helen went over a number of activities from the Committee:</p> <p>a. Glendale Tech Week: Jennifer explained the results of Glendale Tech Week. Jennifer said that they will be planning to do another tech week in 2017.</p> <p>b. Maryland Avenue Paseo: Jennifer explained that the Paseo has been open for thirty days and the City sent out a survey. Overall the survey states that people like the paseo for a quiet intimate seating. They will continue to keep it open as a pilot program until November 30th, 2016. DGA Staff commented that they have only received positive comments and have set up seasonal displays in the paseo to help promote its use. The Chamber of Commerce may use it for their November meeting too.</p> <p>c. Holiday Decorations: Staff gave an update on seasonal displays. Staff has put out the fall displays throughout the district. Staff will be meeting with holiday light companies tomorrow and next week to plan for the tree lights.</p> <p>d. Public Relations / Social Media Report-</p>	No action taken.

	<p>Brooke gave a report on the overall success of Social Media. She went over postings of contests for the Alex and the announcement of new businesses. She also announced that they updated the Facebook cover page.</p> <p>e. Shant gave a report on the DGA website and Mobile Application. He is also still working on merging the Directory and Calendars.</p> <p>f. Walking Map: The walking map has been designed by NCA. The verbiage and layout was merged by Mustang. Mustang will modify the events list and add the Glendale Galleria & Americana Logo. Once complete it will go to print.</p> <p>Discussion followed on all activities.</p>	
Authorization to Purchase Custom DGA Umbrella's	Staff presented an umbrella that would be ordered and handed out when it rains during the winter.	Helen Moved and Joe Seconded the approval to purchase 300 Umbrella's not to exceed \$1,800.00 with the umbrella having the DGA logo along with the Website printed on it. Elissa abstained. The motion was approved.
8. Next Meeting	Next meeting for the DISI Committee will be held on November 9 th , at 9:00 a.m. 100 North Brand Blvd., 6 th floor conference room, Glendale CA 91203	No action taken.

Minutes taken by Ryan Huffman, staff.



LIVE. WORK. PLAY.

Welcome to downtown Glendale!

Downtown Glendale is far ahead of the curve when it comes to the "New Urbanism" movement that promotes the idea of creating opportunities to "live, work and play" all in the same area. You're walking distance from major businesses and world-class shopping, and some of the best inexpensive eateries to high-quality restaurants as well as bars are located in downtown.

The Downtown Glendale Association advocates among the Brand Boulevard corridor, and serves to build a place where residents and visitors can interact 18 hours a day, seven days a week. Some of Downtown Glendale's staples include the historic Alex Theatre, The Americana at Brand and the Glendale Galleria. New developments and multiple projects are continuously being implemented to keep Downtown Glendale one of the best communities in Los Angeles County!

DOWNLOAD OUR AWARD-WINNING APP



Navigate downtown with interactive maps

100 N. Brand Blvd. Suite 508, Glendale, CA 91203 | 818-476-0121
www.downtownglendale.com | info@downtownglendale.com

UPCOMING EVENTS

Throughout the years, Downtown Glendale has played off the city's charming physical attributes by converting store fronts into art galleries, parks into concert venues and streets into classic car shows.

WEEKLY

- Yoga on the green with Lululemon Athletica every:
 - Thursday morning at 11:30 a.m.
 - Sunday morning at 9:30 a.m.
- Maryland Paseo

MAY

- Taste of Downtown Glendale

JULY

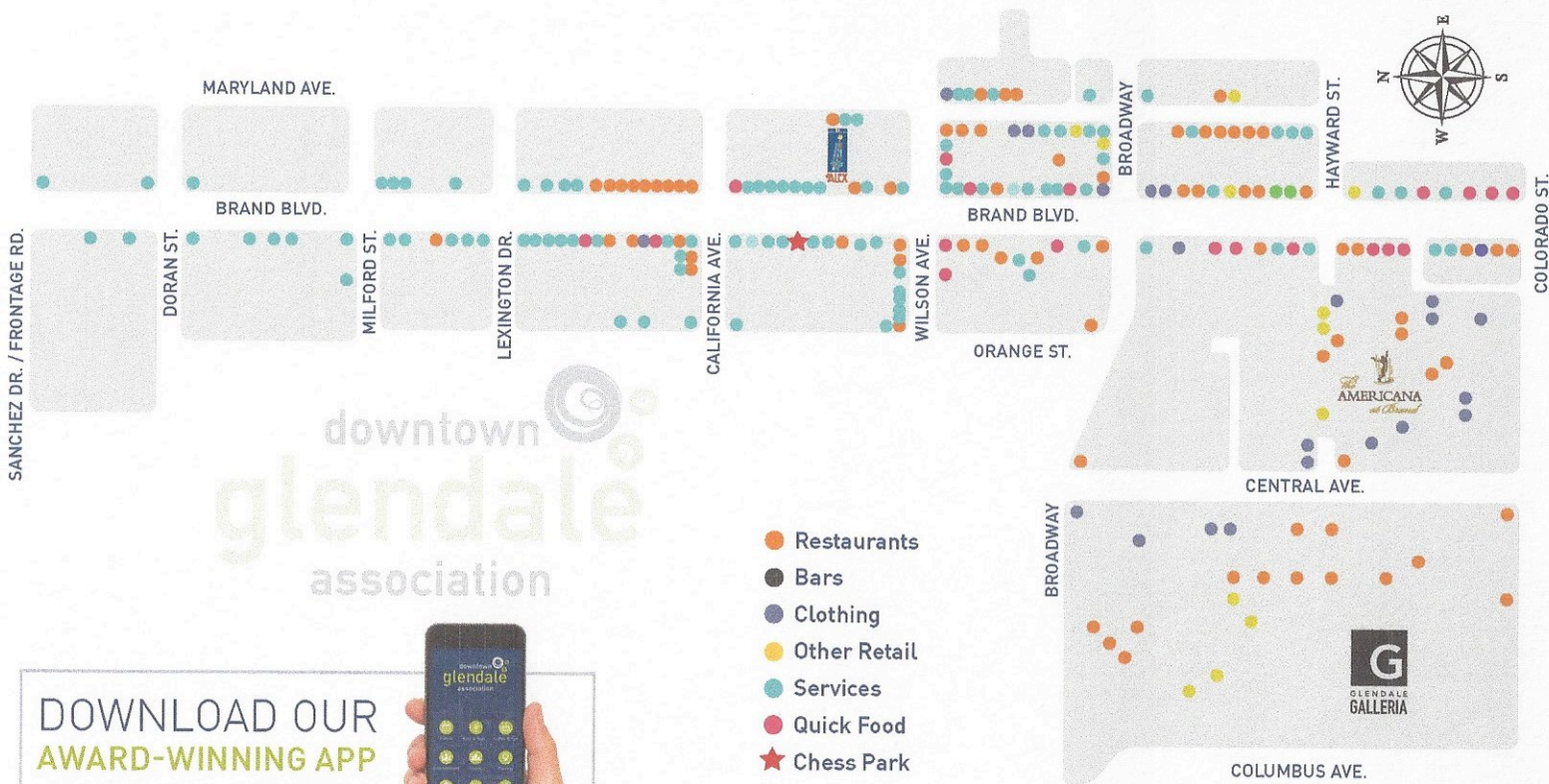
- Glendale Cruise Night

SEPTEMBER

- Glendale Tech Week
- Open Arts & Music Festival

DECEMBER

- Jingle Bell 5K Run



DOWNLOAD OUR
AWARD-WINNING APP



Navigate downtown with interactive maps

CONNECT TO DOWNTOWN GLENDALE:



downtownglendale.com



@downtown_glendale



@DWTNGlendale



/DWTNGlendale



Event Information

The Arthritis Foundation's long-running Jingle Bell Run is a festive race that helps champion arthritis research and brings people from all walks of life together to say Yes to furthering a great cause. Put on your reindeer antlers and running shoes – and bring your friends and family to a fun-filled day of holiday cheer. If you'd rather just walk, no problem!

Registration	12/11/2016 7:00 am
Opening Ceremonies	12/11/2016 8:00 am
5K Timed Run/Walk	12/11/2016 8:30 am
Reindeer Run 1K (Kids 8 and under)	12/11/2016 10:00 am
Closing ceremonies	12/11/2016 10:30 am



DRAFT

Brooke Lubel
Mustang Marketing
brooke@mustangmktg.com
(805) 262-6012

FOR IMMEDIATE RELEASE:

The Downtown Glendale Association supports the Arthritis Foundation's Jingle Bell Run
Glendale business improvement association to sponsor and support fifth annual charity holiday run

GLENDALE, Calif. (Nov. 10, 2016) — The Downtown Glendale Association (DGA), a business improvement organization that supports the district along the Brand Boulevard corridor in downtown Glendale, will be a sponsor and supporter of the fifth annual Arthritis Foundation's Jingle Bell Run.

The Jingle Bell Run is a country-wide 5K charity run that supports the Arthritis Foundation during the holidays. The Greater Los Angeles Area run will take place on Sunday, Dec. 11, at Glendale Central Park, 216 S. Brand Blvd. Between registered runners and fundraising efforts from team captains, the fundraising goal is expected to reach \$140,000.

Hundreds of people dress up in their holiday-themed attire with friends and family, and join the movement to conquer arthritis, which is America's No. 1 cause of disability. Attendees will also have a chance to visit with Santa Claus, listen to carolers and live music, and enjoy refreshments from downtown Glendale's Porto's Bakery & Café.

The Jingle Bell Run helps one in five Americans, including 300,000 children, living with arthritis pain every day. The funds raised go toward arthritis camp for children, access to optimal health care, cutting-edge medical research and advocacy. The foundation currently helps nearly 50 million Americans living with the disease.

"This amazing event makes it possible for the Arthritis Foundation to give the best support and care for those suffering from this incurable disease," said Carlie Wilhite, [redacted] of the Arthritis Foundation. "We'd like to personally thank all of our sponsors for the Glendale run, including the Downtown Glendale Association. With their support, we are able to invest in local and national programs that benefit those in the Glendale community affected by arthritis."

Registration for the run is \$45 for adults and \$25 for children and includes a t-shirt, bells for shoelaces, a medal and a timing chip. Additional sponsors include Massage Envy, Porto's Bakery & Café, Janssen Immunology, Novartis Pharmaceuticals, Los Angeles Federal Credit Union, Pfizer and beyond.

"We're honored to be a sponsor for the Jingle Bell Run that benefits such a great cause," says Nick Lemmo, district manager of the DGA. "It's really a sight to see in the downtown Glendale area as it brings in so much holiday cheer and sets the tone for the season. The DGA looks forward to this event every year, and we highly encourage the Glendale community to participate."

To learn more about the Glendale Jingle Bell Run and to register for the event, visit <https://www.kintera.org/faf/home/>. To learn more about the businesses, attractions, events and district the DGA serves, visit downtownglendale.com.

ABOUT THE DOWNTOWN GLENDALE ASSOCIATION

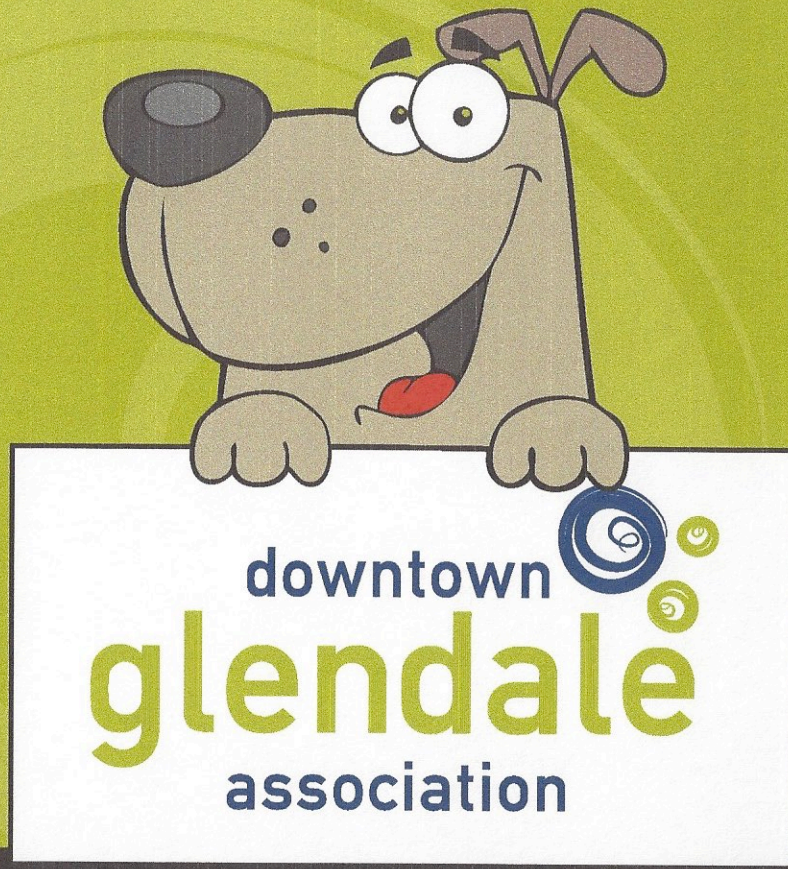
The Downtown Glendale Association (DGA) is a business improvement organization and is privately funded with property tax dollars paid by the property owners in the district along the Brand Boulevard corridor. The board of directors is an all-volunteer board that is comprised of property owners, residents and businesses within downtown Glendale. The DGA works to provide a positive reputation for downtown Glendale, implement new public spaces, provide ambassadors who keep the district clean and safe, and increase commerce and value for businesses and

property owners. The DGA prides itself on its community partnerships, including The Americana at Brand, Alex Theatre, Glendale Arts, City of Glendale, Glendale Economic Development Corporation and beyond. To learn more about the DGA, visit downtownglendale.com.

About the Arthritis Foundation

The Arthritis Foundation is the Champion of Yes. Leading the fight for the arthritis community, the Foundation helps conquer everyday battles through life-changing information and resources, access to optimal care, advancements in science and community connections. The Arthritis Foundation's goal is to chart a winning course, guiding families in developing personalized plans for living a full life – and making each day another stride toward a cure. The Foundation also publishes *Arthritis Today*, the award-winning magazine that reaches 4 million readers.

###



PLEASE CLEAN UP AFTER YOUR DOG!
THANK YOU!

**TO BETTER ENJOY YOUR DOWNTOWN GLENDALE EXPERIENCE,
DOWNLOAD OUR FREE MOBILE APP.**



12

October 2016

Downtown Glendale Association

Social Media

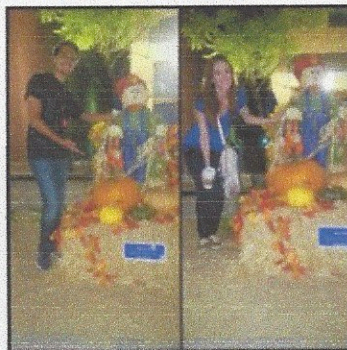
Facebook

Total Likes:	8,887 with an increase of 55 likes since the beginning of Oct.
People Reached:	From Oct. 7 – Nov. 3 - 71,169
Organic Reach Peak:	6,722 (Fall Displays)
Post Occurrence:	3 - 4 per week
Contests held:	Brand Boulevard Block Party (15,877 people reached) Alex Film Society Screening of Beetlejuice (11,687 people reached)
November Goals:	9,000 likes Provide additional ticket giveaways for other upcoming events if applicable

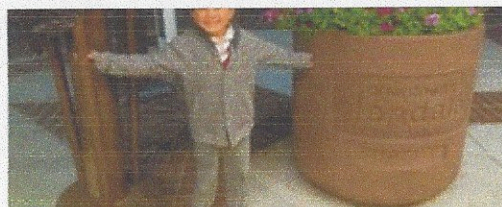
Positive Comments & Engagement




Jonathan Dennill We just moved here back in August from Kansas, and so far have loved the transition to Glendale!




Unlike · Reply · See Response · 2 · November 5 at 1:35am




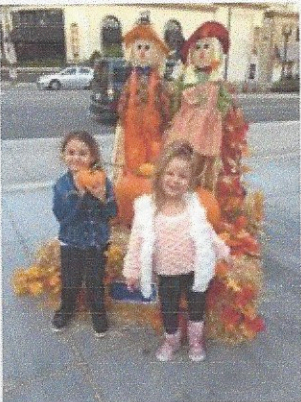


 **Claudia Janeth Paredes** AUTUMN 🍂 in beautiful Glendale. ✓



Unlike · Reply · Message · 1 · November 6 at 9:25pm
Online · Reply · Message · 1 · Yesterday at 10:54am

 **Angelina Anastasia** ✓



Unlike · Reply · Message · 1 · Yesterday at 10:54am





Alberto Colin Great atmosphere around Downtown Glendale



Unlike · Reply · Message · 1 · November 6 at 11:22am

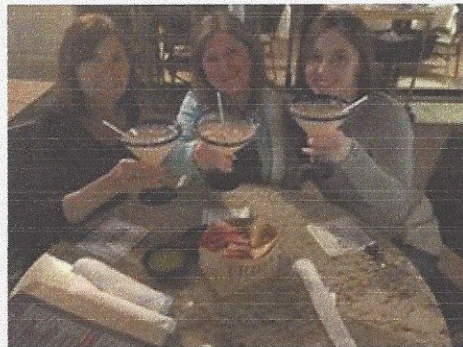


Anthony Huynh Love Glendale, been here 33 years.

Like · Reply · Message · November 6 at 5:09pm



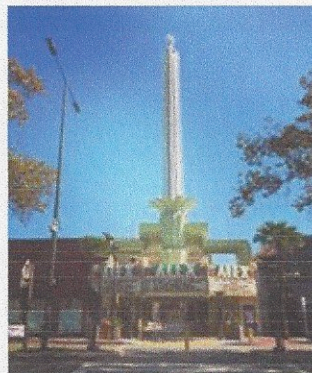
Claudia Yernazian Frida's Restaurant @ The Americana on Brand.



Unlike · Reply · Message · 1 · November 6 at 5:14pm



Carlos Moraes I love your picture. I need to go back and take one at night, I took one in the daytime.



Unlike · Reply · Message · 1 · November 6 at 6:36pm · Edited





15

Twitter

Total followers: 514 with an increase of 20 followers since the beginning of Oct. We reached our goal of 500 followers.

Tweet Impressions: Average of 1,761 times a tweet has been delivered to the Twitter stream of our followers and people who retweet our tweets.

Daily Impressions/Visits: 139

Tweet: 3-5 times per week (includes retweets)

November Goal: 545 followers

Instagram

Total followers: 1,065 with an increase of 60 followers since the beginning of Oct.

Posts: 3-4 times per week (includes reposts from other Instagram users)

Updates: Converted the DGA's Instagram page to a "Business Page" on Oct. 27, which now allows us to view insights and impressions as well as promoting posts. This business page is now synced with the DGA's Facebook page. Since converting the page the end of Oct. it has seen....

Impressions: 1,804

Reach: 600

Peak times followers see our posts is 3 p.m. - 9 p.m. Top location is Glendale and LA, with 61% being women and 39% being men.

November Goals: 1,150 followers

Start promoting posts on Instagram to establish a bigger following and direct people to our website and Facebook page for additional information/updates.





Public Relations

- Current PR efforts include The Arthritis Foundation's Jingle Bell Run on Dec. 11. Working with Carlie Willhite on press release and distribution to help promote the event along with social media outreach.

Other Projects/Upcoming Events

- Updates to the Downtown Glendale Association's Walking Map
- Christmas Tree Lighting
- Jingle Bell Run



DOWNTOWN GLENDALE

WEBSITE & MOBILE APP REPORT | NOVEMBER 2016

Website & Mobile App Tasks

- Upgraded WordPress backend software and plugins for website.
- Added new events to the Events Calendar on website and mobile app.
- Added new businesses to the Directory on website and mobile app.
- Updated contact information for existing Directory listings.
- Added new Committee Reports and Meeting Agendas to website.

Website Analytics

	YTD	2015	2014	2013
Sessions	11,622	20,664	12,659	7,433
Users	10,131	17,523	10,643	6,755
Pageviews	24,158	37,469	29,067	18,449



2016 HOLIDAY LIGHTING PLAN

BRAND BLVD:

MEDIANS: MOBILE ILLUMINATIONS 15 FT TREE WRAP 44 TREES

\$21,000

MEDIANS: COSTCO DISPLAYS

\$5,000

SIDEWALK TREES 150 TREES: TOTAL GRAPHICS (VENDOR USED LAST YEAR)

\$19,500

BRAND SIDEWALK LIGHTS: AMERICAN CHRISTMAS LIGHTS 2,200 STRANDS

(DGA WILL OWN AND RETAIN THEESE LIGHTS FOR FUTURE USE)

\$17,500

BRAND EXTENSIONS CORDS:

\$1,000

HOLIDAY BANNERS: PRODUCTION OF 40 NEW BANNERS. ALSO, INSTALL AND REMOVAL OF 40 EXSISTING BANNERS & 40 NEW BANNERS.

\$6,000

MARYLAND AVENUE:

CHRISTMAS LIGHTS FOR TREES ARE PROVIDED BY THE CITY

DGA AMBASSADORS WILL BE INSTALLING LIGHTS ON 36 TREES AS A TEST

LED FLOOD LIGHTS: ADVANCED LED SUPPLY

\$6,500

TOTAL \$ 76,500

BUDGET:

DGA: \$30,000 (IN CURRENT HOLIDAY DISPLAY BUDGET)

CITY: \$25,000

TOTAL \$55,000

\$21,500 DEFECIT

SOURCING:

\$15,000 AVAILABLE IN SOBO CAPITAL IMPROVEMENTS

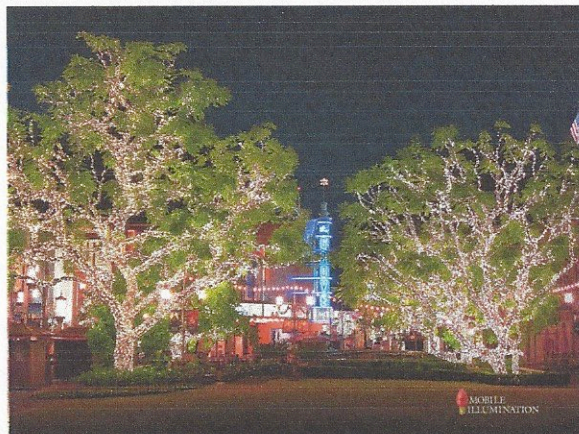
\$5,000 AVAILABLE IN DISI VIDEOS

STAFF WILL BRIDGE GAP OF \$1500 THROUGH DISCOUNT

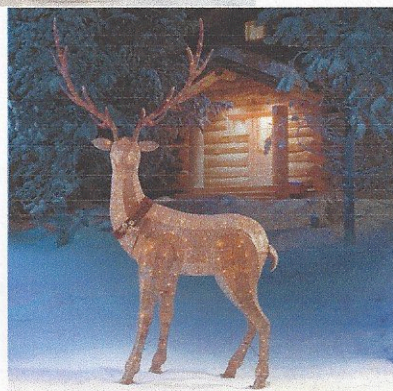
2016 HOLIDAY LIGHTING PLAN

BRAND BLVD

MEDIANS & SIDEWALK TREES: Tree Wrap



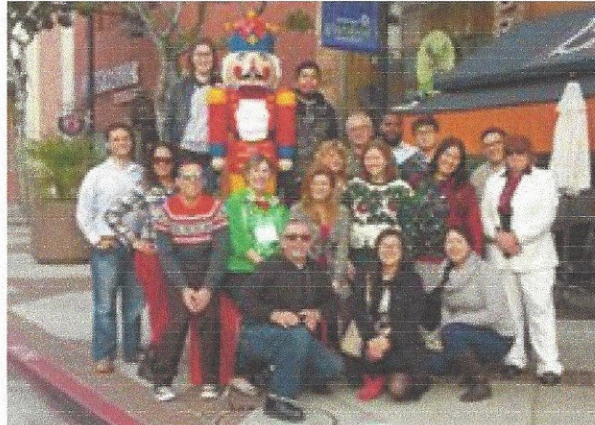
MEDIANS: Holiday Decorations



BRAND BLVD

SIDEWALK TREES: Tree Wrap using DGA owned lights
DGA will purchase and retain these lights for future use

STREET CORNERS:
Toy Soldiers & Nutcrackers



HOLIDAY BANNERS



MARYLAND AVENUE

SIDEWALK TREES:
Tree wrap using lights from City
The DGA Ambassadors will be installing as an in-house test

STREET CORNERS:
Toy Soldiers & Nut Crackers



MEDIANS:
Palm Trees will have LED lights

