



Rick Lemmo,
President
Joseph Stitick,
Vice President
Helen McDonagh,
Treasurer
Raul Porto,
Secretary
Jennifer Hiramoto
Brent Gardner
Nicole Dedic

**Downtown Glendale Association
District Identity and Streetscape Improvements (DISI) Committee
Tuesday, May 22nd, 2018 – 10:30 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 January 23rd, 2018 Minutes Action Item
4. Review of FY18 budget
5. Update on Activities -
 - Taste Walk Glendale
 - Cruise Night
 - Summer of Soccer
 - Tech Week
 - Social Media Report / Public Relations
 - Website Report
6. Other
7. 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*



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Downtown Glendale Association
District Identity/Marketing
Tuesday, January 23rd, 2018 – 10:30 a.m.
100 N Brand Blvd, 6th Floor Conference Room, Glendale, CA 91203
www.downtownglendale.com

Present: Helen McDonagh, Karla Alba, Rick Lemmo, Jennifer McLain, Elissa Glickman, Kimberlyn Kelly

Staff: Marco Li Mandri, Nick Lemmo, Ryan Huffman, Shant Sahakian, & Emma Frawley

MINUTES:

| <i>Item</i> | <i>Discussion</i> | <i>Action Taken?</i> |
|---|---|--|
| 1. Introductions | Helen McDonagh called the meeting to order at 10:30 am. | No Action Taken |
| 2. Public Comments and Announcements | <p>Helen opened the floor to public comment and announcements:</p> <ul style="list-style-type: none"> a. Elissa announced that there would be an Illuminate dinner, the Taste of Downtown Glendale was set for May 2nd, 2018, and September 15th would be the Open Arts and Music Festival. b. Kimberlyn announced that the Americana would be celebrating their annual Lunar New Year event. c. Jennifer announced that the Museum of Selfies would be opening along with Calderon Ice Cream. | No Action Taken |
| 3. Review of November 1st, 2017 Minutes | DISI Committee reviewed the minutes from November 1 st , 2017. | Elissa moved and Jennifer seconded the approval of the November 1st, |

| | | |
|---|--|---|
| | | 2017 minutes. The minutes were approved unanimously. |
| 4. Review of budget YTD for DISI/Marketing | Staff went over the DISI Budget for FY 2018. The DISI Committee announced the Glendale Arts Grant would be set at \$30,000 plus another \$5,000 for the Taste of Downtown Glendale. | No Action Taken |
| 5. Update on DISI activities | Helen went over a number of activities from the Committee: a. Maryland Avenue Paseo: Jennifer discussed the current status of the Maryland Avenue closure and plans that the Arts and Cultural Committee were proposing. b. Jingle Bell Run: Helen and Emma reported on the success of the Jingle Bell Run. d. Social Media / Public Relations: Emma from Mustang Marketing reviewed a detailed report. She attended the Jingle Bell Run and will be attending more events to continue to promote the district via social media. She will post on Valentine's Day and continue to promote the Alex Theatre. g. Website Report: Shant reviewed his report. Discussion followed on all activities and reports. | No Action Taken |
| 6. Staff Video Presentation | Staff announced that the Band Pentatonix and Jay Leno used Maryland Avenue during their Christmas Special that was performed at the Alex Theatre. | No Action Taken |
| 7. Other | Staff announced that the Spring Displays will be worked on and be the next displays coming out. | No Action Taken |
| 8. Next Meeting | Next meeting for the DISI Committee will be on March 27 th , at 10:30am at 100 N Brand Blvd., 6 th floor conference room, Glendale CA 91203 | No Action Taken |

Minutes taken by Ryan Huffman, staff.



Downtown Glendale Association
May 2018

Taste Walk Glendale 2018
Event Summary

Mustang's team, consisting of Emma and Ally, arrived in Downtown Glendale on Wednesday, May 3rd at 5:00 p.m. for the Taste Walk Glendale event to support the Downtown Glendale Association's (DGA) social media presence.

SUMMARY OF EVENT

- Emma and Ally went to the DGA's office to receive their tickets from Nick at 5:00 p.m.
- Leading up the event, the audience engagement on social media reached a peak of 707.
- At 5:15 p.m., Emma and Ally started posting on social media in the VIP section.
- Emma and Ally continued to walk around, following the Taste Walk's map to all the different food and drink stops.
- At 6:30 p.m., Emma spoke with one of the videographers about how the Taste Walk was going and told him that DGA was honored to be a sponsor of the event.
- Emma and Ally got the chance to see the new Electric Pussycat club and took several photos and videos to use for future social media posts.
- Around 8:15 p.m., Emma and Ally finished the Taste Walk.
- During the event, Mustang:
 - Posted live stories and videos on the DGA's Facebook page
 - Posted live stores on the DGA's Instagram account
- After the event, Mustang:
 - Posted a recap with different food photos from the event on the DGA's Instagram account
 - Posted a recap with different food photos from the event on the DGA's Facebook account
- Several of the posts about the Taste Walk on Facebook reached over 5,392 people.

NEXT YEAR ADVICE

- Mustang highly recommends creating a snapchat filter for the Taste Walk. These can be used across all different types of social media and then saved on people's pages as constant advertising for the event. You could do several different graphics as well. Mustang can help with this for future events at a minimal cost.



THE CITY OF GLENDALE PRESENTS
THE 25TH ANNUAL
CRUISE NIGHT

SATURDAY, JULY 21, 2018

5:30PM – 10:30PM

IN THE HEART OF GLENDALE ON BRAND BLVD.

Registration includes a goodie bag with a free event t-shirt

www.glendalecruisenight.com

Information Hotline: (818) 548-6464

TROPHIES AWARDED!

Fireworks! Live Entertainment! Family Fun & Activities!



@cruisenightglendale

@MyGlendale

#MyGlendale

#glendalecruisenight



SUMMER OF SOCCER

Viewing Parties

SATURDAY

JUNE 23, 2018 & JULY 7, 2018

10:30 AM

MARYLAND PASEO

125 N. Maryland Ave. Glendale, CA 91206

Come join the City of Glendale in celebrating the Summer of Soccer with 2 viewing parties of this summer's **2018 FIFA World Cup™ Games!**

- ✓ Snacks
- ✓ Children's activities
- ✓ Giveaways

For more information, please call 818-548-2005 or visit www.glendaleca.gov/summerofsoccer.



@ChooseGlendale #SummerofSoccer



Community
Services & Parks

Economic
Development

downtown
glendale
association



Save the Date

September 15-21

TALKS, PANELS, NETWORKING & MORE

GlendaleTechWeek.com



2018



May 2018

Downtown Glendale Association Social Media

Facebook

Results from the last 28 days

Total Likes: 9,345
 Post Reach Peak: 8,084 people reached
 Post Occurrence: 3 - 4 per week
 Contests held: Alex Theatre Tickets Giveaways

- The Great Dictator
- Miranda Sings
- The LA Chamber Orchestra; Beethoven
- LA Chamber Orchestra; Mozart No. 39

Other Sponsored Posts:

- Taste Walk Tickets
 - Favorite sport to eat
 - Favorite sport to grab a drink
 - Best representation of Downtown Glendale

Downtown Glendale
 Published by Emma Alexa (?) · April 28 at 8:30am · 🌐

Saturday Special!!

Chance number 2 for winning TASTE WALK Glendale tickets. Today is a speed round. Contest ends at 5 P.M. today!

To win tell us your favorite spot to grab a bite in Downtown Glendale!
 #dtglendale #chooseglendale #meetmeonbrand #myglendale #tastewalk

This Week

5,392 ↑
Post Reach

0
Website Clicks

707 ↑
Post Engagement



Get More Page Likes

Promote your Page to get more people to like it.



Promote Your Website

Create an ad that sends people to your website.

See All





Twitter

Total followers: 840

Tweet Impressions: 4,800 times a tweet has been delivered to the Twitter stream of our followers and people who retweet our tweets. (impressions over the past 28 days)

Daily Impressions/Visits Average: 272

Tweet: 4-5 times per week (includes retweets)

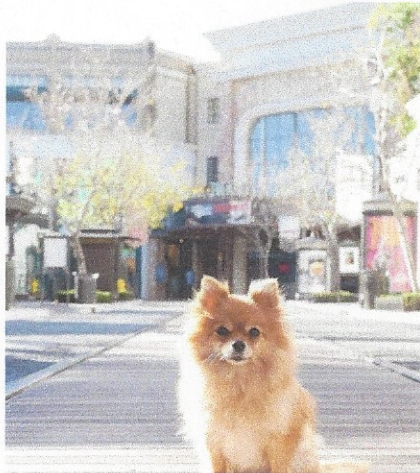




Instagram

Results from the last 7 days

Total followers: 1,381 followers
 Posts: 474, 3-4 times per week (includes reposts from other Instagram users)
 Impressions: 3,450 (total number of times a post has been seen in the past 7 days)
 Reach: 736
 Demographics: Peak times followers see our posts is 12 p.m. - 9 P.M. Most followers are between 25-44 years old. Top locations are Glendale and LA, with 61% being women and 39% being men.



downtown_glendale • Follow
 The Americana at Brand

downtown_glendale It's #nationalpetday! Tag us in pictures of your furry friend in downtown Glendale! #dwtnglendale #meetmeonbrand #choosenglendale #myglendale #americanabrand 🐾: @lifewithchanel

innovatemkg So cute classics @freebutterfly74

In_2007 @sassypetsspa

paige_kenn @aashleey_bennett lol

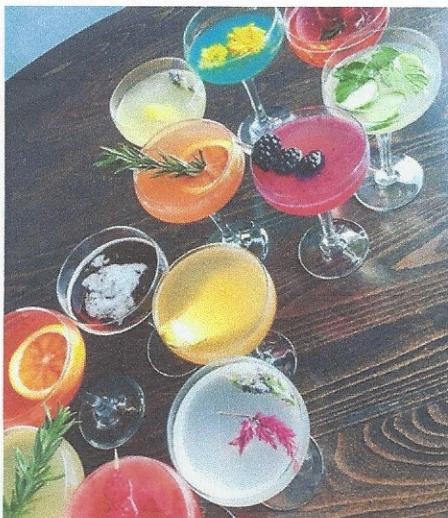
aashleey_bennett LOL miss those days!! @paige_kenn

paige_kenn @aashleey_bennett me too!!

sassypetsspa @in_2007 mini Toby

rinjani_la Cutie!

106 likes
 APRIL 11



downtown_glendale • Follow

downtown_glendale Whats on the drink menu for tonight? @edenonbrand has happy hour from 4-7. Come in and try their new cocktail, "Forget me not." #meetmeonbrand #friday #choosenglendale #myglendale #dwtnglendale

56 likes
 APRIL 20

