



Downtown Glendale Association
District Identity and Streetscape Improvements (DISI) Committee
Wednesday, January 15th, 2020 – 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 November 20th, 2019 Minutes Action Item
4. Review proposed FY20 budget Action Item
5. Review of sponsored events Action Item
6. Update on projects
 - a. Bridge Link
 - b. A-Frame Signs
 - c. Planter Sponsorships
7. Update on Holiday Decorations
 - a. Winter Displays
 - b. Spring Displays
8. Update on Services -
 - Social Media / Public Relations / Annual Report
 - Website / Mobile Application
9. Other
10. 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*

Rick Lemmo, President • Joseph Stitick, Vice President
Helen McDonagh, Treasurer • Raul Porto, Secretary
Jennifer Hiramoto • Steve Sayers • Nicole Dedic • Randy Stevenson

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www.DowntownGlendale.com • Facebook & Twitter: DWTNGlendale • #DWTNGlendale



**Downtown Glendale Association
District Identity/Marketing
Wednesday, November 20th, 2019 – 9:00 a.m.
100 N Brand Blvd, 6th Floor Conference Room, Glendale, CA 91203
www.downtownglendale.com**

Present: Helen McDonagh, Nina Crowe, Nicole Dedic, Lisa Yeghiayan, Ani Pogossian, Joseph Stitick

Guests: None

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

Minutes:

1. Introductions	Helen McDonagh called the meeting to order at 9:00 am.	No Action Taken
2. Public Comments and Announcements	<p>Helen opened the floor for public comments and announcements.</p> <p>a. Ani announced that Studio One Eleven and the City of Glendale are actively trying to enhance pedestrian experiences and install recognizable artistic features. Designs are being vetted and scheduled to go to City Council on December 17th. If Council agrees, the next step would be to move forward with construction drawings.</p> <p>b. Ani announced that the City has supplemented the DGA's efforts in the A&E district investing approximately \$25,000 for holiday decorations and activities. It includes wreaths, a 30-foot holiday tree, overhead ornaments, landscaping, and street light enhancements.</p>	No Action Taken

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	<p>c. Ani announced that the Holly Jolly breakfast with Santa is on December 7th, 2019 from 9:00am – noon.</p> <p>d. Ani announced the Jingle Bell Run will take place on December 8th, 2019.</p> <p>e. Ani Announced that they will be having an ugly sweater party in the Paseo on December 21st, 2019 from 4:00pm – 7:00pm.</p>	
3. Review of the July 31st, 2019 Minutes	The DISI Committee reviewed the minutes from the July 31 st , 2019 meeting.	Nicole moved and Nina seconded the approval of the July 31st, 2019 Minutes. The minutes were approved unanimously.
4. Review of FY19 budget	Staff reviewed the DISI budget for FY19. Discussion followed.	No Action Taken
5. Review proposed FY20 budget, to be presented in January	Staff reviewed the proposed DISI budget for FY20. They discussed hosting International Women's Day at a larger event. Also, potentially increasing International Women's day to \$10,000.00. Discussion followed.	No Action Taken
6. Update on upcoming Events	Helen announced that the Jingle Bell Run will be on Sunday, December 8 th , 2019. It will start at 7:00 am North Bound at Brand and Harvard. It ends at the same location. Porto's Bakery and the City of Glendale are two new teams this year. Discussion followed.	No Action Taken
7. Update on place making	Helen and Marco discussed the place making project on the 134-overpass bridge. The City will work with the DGA to figure out what approvals are needed to proceed. They would like to install planters and make the bridge that connects the district more pedestrian safe and friendly. They also discussed installing lights and wreaths on the 134-overpass next year.	No Action Taken
8. Update on Holiday Decorations	Staff explained that all Fall Holiday decorations have been removed. All Winter Holiday decorations and banners will be out by the end of November. All	No Action Taken

	tree lights have been installed. The only issues have been with the electrical outlets. Some don't work, some stay on all day, and some turn on only at night.	
9. Update on Services	Helen reviewed reports for the following services:	
a. Social Media / Public Relations / Annual Report	Emma reviewed the Mustang Marketing report. Emma explained that ticket contests were held for Open Arts and Music Festival and for events at the Alex Theatre. She will start holding raffles for Jingle Bell Run and will contact Studio Movie Grill to promote the new theater. Twitter and Instagram followers continues to increase. They have started to work on the Annual Report too. The Annual report will be completed by mid-December.	No Action Taken
b. Website / Mobile Application	Shant reviewed the Sedna Solutions report. Events, Press Articles, Reports, and upgrades have been added to the website. Discussion followed.	No Action Taken
8. Other	<p>Helen opened the floor for any additional discussions.</p> <p>a. Marco announced he will be wanting to start meeting together with the hotels and restaurants. These will be restaurant and hotel tasks force. It will allow the DGA to learn how they can assist the hotels and restaurants. It will also bring them together to discuss issues and suggestions</p> <p>b. Nina announced the Alex Theatre has had many events. NBC used the Theatre for a live show and they recently live streamed a Dungeon and Dragons event.</p> <p>c. Nina also announced they will be holding an Illuminate Dinner on January 25th, 2020 in the Alex Theatre Forecourt.</p>	No Action Taken
9. Next Meeting	Next meeting for the DISI Committee will be on January 15 th , 2020 at 9:00am. It will be held at 100 N. Brand Blvd. in the 6 th floor conference room.	No Action Taken

Minutes taken by Ryan Huffman, Staff.

Greater Downtown Glendale Association

2020 SOBO DRAFT Budget

12/01/19 - 1/14/2020

DISI

	Spent January	Actual YTD Spent	Projected YTD	% of Spent YTD Budget	Total Annual Budget	% Annual Total Budget
Business Attraction			833.33	0.00%	5,000.00	0.58%
Advertising		30.00	1,666.67	0.30%	10,000.00	0.58%
Annual Report			250.00	0.00%	1,500.00	0.10%
Banners			3,333.33	0.00%	20,000.00	1.15%
Glendale Arts Grant			5,833.33	0.00%	35,000.00	2.88%
Mobile App			400.00	0.00%	2,400.00	0.19%
Public Relations		3,000.00	6,666.67	7.50%	40,000.00	3.46%
PlaceMaking			6,666.67	0.00%	40,000.00	3.46%
Rent, Parking, Utilities	659.00	1,686.00	3,500.00	8.03%	21,000.00	1.63%
Seasonal Displays		179.18	13,333.33	0.22%	80,000.00	4.81%
Special Events			2,000.00	0.00%	12,000.00	0.38%
Chamber of Commerce			833.33	0.00%	5,000.00	0.38%
City Events			1,666.67	0.00%	10,000.00	0.96%
Jingle Bell Run			2,500.00	0.00%	15,000.00	0.96%
Taste of DT Glendale			833.33	0.00%	5,000.00	0.48%
International Women's Day			1,666.67	0.00%	10,000.00	0.48%
Special Projects			1,666.67	0.00%	10,000.00	0.48%
Videos			166.67	0.00%	1,000.00	0.00%
Website			700.00	0.00%	4,200.00	0.38%
Total DISI	659.00	4,895.18	54,516.67	1.50%	327,100.00	18.85%



DISI Sponsorship Events 2020

Event	Cost
Glendale Arts / Alex Theatre	\$35,000.00
Jingle Bell Run	\$15,000.00
International Women's Day	\$10,000.00
City Events / Cruise Night	\$10,000.00
Taste Walk Glendale	\$5,000.00
Chamber of Commerce Events	\$5,000.00
Other Special Events: Tech Week, Police & Fire Luncheons, Duck Splash Not Even a Minute Car Seat, Valentines Day	\$12,000.00
TOTAL	\$92,000.00



January 13, 2019

Downtown Glendale Association Social Media

Facebook

Results from the last 28 days

Total Likes: 9,638
Post Reach Peak: 4,616 people reached
Post Engagement: 1,178
Post Occurrence: 5 per week
Contests held:

- Jingle Bell Run
- Nutcracker
- Holiday Spectacular

Twitter

Results from the last 28 days

Total followers: 1,156
Tweet Impressions: 7,235 times a tweet has been delivered to the Twitter stream of our followers and people who retweet our tweets.

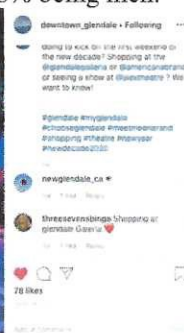
Daily Impressions/Visits Average: 113

Tweet: 5 times per week (includes retweets)

Instagram

Results from the last 7 days

Total followers: 1,849 followers
Posts: 816, 5-6 times per week (includes reposts from other Instagram users and posting stories)
Impressions: 4,365 (total number of times a post has been seen in the past 7 days)
Reach: 1,023
Demographics: Peak times followers see our posts is 9 a.m. - 9 p.m. Most followers are between 25-44 years old. Top locations are Glendale and LA, with 62% being women and 38% being men.





Downtown Glendale

Published by Emma Alexa 11 • January 2 at 4:26 PM • 4

Happy New Year!

It is day 2 of 2020 have you stuck to your resolutions? Doesn't matter if your goal is to exercise more, try more new places to eat, or travel the world we want to hear them. Downtown Glendale has all of these covered. Comment below with your resolutions.



Downtown Glendale @DWTNGlendale • Jan 7

It is January 7th and 75 degrees out... Can't beat this Southern California weather! ☀️

#Glendale #MyGlendale #chooseglendale #meetmeonbrand #dtglendale #caliweather #summerweather #summerinjanuary



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