



**Downtown Glendale Association
District Identity/Marketing
Wednesday, July 31st, 2019 – 9:00 a.m.
100 N Brand Blvd, Basement Conference Room, Glendale, CA 91203
www.downtownglendale.com**

Present: Helen McDonagh, Elissa Glickman, Nicole Dedic, Lisa Yeghiayan, Jennifer Hiramoto, Joseph Stitick

Guests: Noushig Manoukian

Staff: Marco Li Mandri, Nick Lemmo, Emma Frawley, 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. Noushig explained that the GUSD would be holding a college and career fair on Wednesday, September 11th, 2019 from 5:30pm – 8:30pm. She invited all businesses and members to attend if available. Elissa commented that it would be helpful if GUSD could partner with other organizations that also hold the career fairs to have one centralized date. This would make it easier for people to attend.</p> <p>b. Helen reviewed a letter received from Ascencia thanking the DGA for the donation from the ticket sales for International Women’s Day. These funds directly support the homeless in</p>	No Action Taken

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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	<p>Downtown Glendale.</p> <p>c. Jennifer announced that the plan to recharge the Grayson Powerplant was approved.</p> <p>d. Jennifer announced that Frank Quintero has been appointed to fill the seat of departed Councilman Zareh Sinanyan.</p> <p>e. Jennifer announced that the following new businesses are coming to downtown: Joe and Juice, Bea's Bea's, Mumford Brewery, WeWork, Studio Movie Grill, and 521 N. Orange will be converted to condominiums.</p> <p>f. Jennifer announced that Studio One Eleven has developed designs and cost estimates based on feedback received.</p> <p>g. Jennifer announced that the City issued an RFP in April and received three proposals for the potential development of two lots. In addition, the hotel at 1100 N. Brand will be turned into a Tribute hotel. The Hilton is making plans to expand with a 23-floor expansion. Marco explained with all the hotels at the North end of the district, they need to develop a plan to transport people down to the south of the district.</p> <p>h. Jennifer announced the City will be developing a street vendor ordinance and will send to Marco.</p> <p>i. Jennifer commented on the amount of A frames in the downtown area and will send Marco the standards that are in place.</p> <p>j. Elissa announced that they are holding concerts in the court. They hold them at the Cushman Wake building and also have food trucks.</p>	
3. Review of the May 22nd, 2019 Minutes	DISI Committee reviewed the minutes from May 22 nd , 2019.	Jennifer moved and Joe seconded the approval of the May 22nd, 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. Updated on DISI Events	Helen went over a number of activities from the committee:	
a. Glendale Youth Alliance Luncheon (GYA)	The DISI Committee reviewed the letter received from the GYA. Discussion followed. The organization is not in the district boundaries.	No Action Taken
b. Glendale Educational Foundation (GEF) Luncheon	The DISI Committee reviewed the letter received from the GEF. The organization is not in the district boundaries.	No Action Taken
c. Cruise Night	Emma attended and provided feedback on Cruise Night. Emma announced that it seemed to be the same cars, not a lot of food trucks, which in turn might have helped the restaurants in the district. Jennifer announced that she received a call on how well the DGA Ambassadors worked. The feedback was great. The DISI Committee also reviewed a letter received from Norma on thanking the DGA for being a sponsor and all the support.	No Action Taken
d. Glendale Open Arts and Music Festival	This event will be September, 14 th , 2019. They will have many bands, up to fifty artists, and will feature a beer garden.	No Action Taken
e. Tech Week	Jennifer explained that the 4 th annual Tech Week will happen this year during September, the 14 th – 21 st . The DGA will be hanging banners this week for the event. They will have another pitch fest, which has a prize package valued at thirty-five thousand dollars.	No Action Taken
f. Jingle Bell Run	This event will take place again on Sunday, December, 8 th , 2019. Registration will open at 7am, opening ceremony at 8am, and the 5k race will start at 8:30am. The route will be published in the next few months and runners will be running through the district.	No Action Taken
6. Update on Services	Helen reviewed reports for the following services:	
a. Social Media /	Emma reviewed the Mustang Marketing	No Action Taken

Public Relations	report. Emma explained that ticket contests were held for Cruise Night and Ivan Amodei. Twitter and Instagram followers continues to increase.	
b. Website / Mobile Application	Helen reviewed the Sedna Solutions report. Events, Press Articles, Reports, and upgrades have been added to the website.	No Action Taken
7. a. Update on Wilson Alley mural project, b. bridge placemaking project, and c. other placemaking projects	<p>a. Jennifer explained the City and DGA partnered on a pilot project at 115 W. Wilson Avenue. The pilot will run through August and the DGA supplied tables, chairs, umbrellas, plants, planters, and labor towards the project. It would be very expensive to make this project permanent because of a storm drain. The DGA added rosemary and lavender plants to help with the smell. The City issued a survey about the project. Marco commented the possibility of using the parking spaces. Discussion followed.</p> <p>b. Marco reviewed pictures of the 134-overpass bridge that connects the districts North and South side. Ideally, they would find concrete planters that are two feet by five feet and connect them with landscaping. Other options would be to add banner poles and plant flowers on the green fence. Additionally, it was discussed the possible of adding tile to the concrete wall portion. NCA staff will photo shop pictures together to give an idea. Jennifer will work with the City/Caltrans to find out the possibility of beautifying the bridge.</p> <p>c. Marco discussed adding a placemaking line item to the budget.</p>	No Action Taken
8. Other	Helen opened the floor for any additional discussions.	No Action Taken
9. Next Meeting	Next meeting for the DISI Committee will be on September 25 th , 2019 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.