



District Identity/Marketing
Wednesday, March 27th, 2019 – 11:00 a.m.
100 N Brand Blvd, 6th Floor Conference Room, Glendale, CA 91203
www.downtownglendale.com

Present: Helen McDonagh, Joe Stitick, Randy Stevenson, Nina Crowe, Lisa Yeghiayan, and Karla Alba

Guest: Gabrielle Goglia,

Staff: Marco Li Mandri, Nick Lemmo, Emma Frawley, and Jacqueline Benthem

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions	Helen McDonagh called the meeting to order at 11:00 am.	No Action Taken
2. Public Comments and Announcements	Helen opened the floor for public comment and announcements: Nina announced that the Alex theater had a good first quarter. She also talked about the upcoming events.	No Action Taken
3. Review of January 23rd, 2019 Minutes	DISI Committee reviewed the minutes from January 23rd, 2019.	Joe moved and Helen seconded the approval of the January 23rd, 2019 minutes. The minutes were approved unanimously.

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>4. Review of FY19 budget for DISI/Marketing</p>	<p>Staff went over the DISI Budget for FY 2019. Seasonal Displays is slightly over budget because of the cost of flowers. Discussion followed.</p>	<p>No Action Taken</p>
<p>5. Update on DISI activities</p>	<p>Helen went over a number of activities from the Committee:</p> <ul style="list-style-type: none"> a. International Women's Day/wrap up and next year. It was a great event and received lots of positive feedback. Next year a larger location would be beneficial. Event will get a line item on next years budget. b. Taste Walk Glendale is planned for May 1st. Nina gave an update. VIP location will be Pirch and sponsored by DGA. Banners will be switched from IWD to TWG the beginning of April. c. Cruise Night, Gabrielle from the City of Glendale gave an update. Event is planned for July 20th. d. Social Media / Public Relations: Mustang Marketing sent a detailed report that was reviewed. Emma explained the report. February was a little low but the upcoming events will boost it again. f. Spring Displays, Staff gave an update and provided a map with all the locations where the spring displays are set up. g. Tech Week will be in September. More info will follow 	<p>No Action Taken</p>
<p>6. Logo rebrand including "Greater"</p>	<p>Staff showed the new logo featuring Greater. SOBO committee discussed rebranding and Staff will make a list with what needs to be changed and a budget with the cost to rebrand everything.</p>	<p>No Action Taken</p>
<p>7. Update on Mural project Wilson Alleyway/Place making Task Force Meeting</p>	<p>Staff gave an update on The Wilson Alleyway project, it is the 1st pilot project the City is doing with DGA. The Alleyway will be closed starting April 2nd. Discussion followed.</p>	<p>No Action Taken</p>

8. Other	Helen opened up for any additional discussions. Helen talked with Jennifer about an upcoming event that is planned for May 9 th . It will be a business attraction event. More info will follow from Jennifer.	No Action Taken
9. Next Meeting	Next meeting for the DISI Committee will be on May 22nd, 2019 at 11:00 am at 100 N Brand Blvd., 6 th floor conference room, Glendale CA 91203.	No Action Taken

Minutes taken by Jacqueline Benthem, staff.