



**Downtown Glendale Association  
District Identity/Marketing  
Wednesday, May 22<sup>nd</sup>, 2019 – 11:00 a.m.  
100 N Brand Blvd, 6<sup>th</sup> Floor Conference Room, Glendale, CA 91203  
www.downtownglendale.com**

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

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

**Minutes:**

<b>1. Introductions</b>	Helen McDonagh called the meeting to order at 11:00 am.	<b>No Action Taken</b>
<b>2. Public Comments and Announcements</b>	Helen opened the floor for public comments and announcements.	<b>No Action Taken</b>
<b>3. Review of the March 27<sup>th</sup>, 2019 Minutes</b>	DISI Committee reviewed the minutes from March 27 <sup>th</sup> , 2019.	<b>Nicole moved and Jennifer seconded the approval of the March 27<sup>th</sup>, 2019 Minutes. The minutes were approved unanimously.</b>
<b>4. Review of FY19 budget</b>	Staff reviewed the DISI budget for FY19.	<b>No Action Taken</b>
<b>5. Updated on DISI Activities</b>	Helen went over a number of activities from the committee:	
<b>a. Taste Walk Glendale wrap up and next year</b>	Elissa explained that VIP attendance was way up, with over 300 in attendance. Ticket sales, sponsorships, and bands all increased from the previous year. The number of volunteers doubled to 47 too. Half the attendees were from Glendale, 15% from Los Angeles, 8% from Alhambra, and 27% from other cities.	<b>No Action Taken</b>

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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<b>b. Brokers Reception wrap up</b>	Savannah explained that on May 8 <sup>th</sup> , the City of Glendale's Economic Development Division hosted a Brokers Reception at Eden on Brand. The DGA helped sponsored the event. Over 60 attendees came to talk about potential projects, office space, and goals for Downtown Glendale. The Mayor, City Manager, Rick Lemmo, Randy Stevenson Helen McDonagh, and Joe Stitick all attended the event.	<b>No Action Taken</b>
<b>c. Cruise Night</b>	Cruise Night will be in July again and the DGA will sponsor the event. Emma from Mustang Marketing will promote on social media and attend the event.	<b>No Action Taken</b>
<b>d. Glendale Open Arts and Music Festival</b>	This event will be in September and will start along with Tech Week.	<b>No Action Taken</b>
<b>e. Tech Week</b>	Jennifer explained that the 4 <sup>th</sup> annual Tech Week will happen this year during September, the 14 <sup>th</sup> – 21 <sup>st</sup> .	<b>No Action Taken</b>
<b>f. Jingle Bell Run</b>	This event will take place again in December and more info will follow after staff meets with the event planners.	<b>No Action Taken</b>
<b>6. Update on Services</b>	Helen reviewed reports for the following services:	
<b>a. Social Media / Public Relations</b>	Emma reviewed the Mustang Marketing report. Emma explained that ticket contests were held for the Taste Walk the Best of the Gay Man's Chorus production. Twitter and Instagram followers continues to increase.	<b>No Action Taken</b>
<b>b. Website / Mobile Application</b>	Helen reviewed the Sedna Solutions report. The new logo was added to the website. Events, Press Articles, Reports, and upgrades have been added to the website.	<b>No Action Taken</b>
<b>7. Update on Wilson Alley Mural Project</b>	Jennifer explained the City and DGA partnered on a pilot project at 115 W. Wilson Avenue. The pilot will run through July and the DGA supplied tables, chairs, umbrellas, plants, planters, and labor towards the project.	<b>No Action Taken</b>

<b>8. Other</b>	Helen opened the floor for any additional discussions. Marco explained he would like to work with Staff and the DISI Committee on a design to make the 134 bridge that connects the districts together more friendly to walk over. Potentially with planters.	<b>No Action Taken</b>
<b>9. Next Meeting</b>	Next meeting for the DISI Committee will be on July 31 <sup>st</sup> , 2019 at 9:00am. It will be held at 100 N. Brand Blvd. in the 6 <sup>th</sup> floor conference room.	<b>No Action Taken</b>

Minutes taken by Ryan Huffman, Staff.