



**Downtown Glendale Association
DISI Committee Meeting
Wednesday April 27th, 2022 – 2:00 p.m.
Zoom Video Conference
www.downtownglendale.com**

Present: Helen McDonagh, Rick Lemmo, Ani Pogossian, Nina Crowe, Bradley Calvert, Daralyn Yeghiayan, Steven Sayers

Absent: None

Guests: Michael Vavru, Bernadette Soriano

Staff: Marco Li Mandri and Ryan/NCA, Nick Lemmo/DMS, Emma Frawley/Mustang Marketing

Minutes:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions	DISI Committee Chair, Helen McDonagh called the meeting to order at 2:00 pm. Introductions were completed. This was a Zoom meeting due to the COVID shelter in place requirements. Everyone was on video for the meeting, consistent with the Brown Act rules.	No Action Taken
2. Overview of tasks for resurrection of DISI Committee for 2022	Helen reviewed the functions of the District Identity and Streetscape Improvements Committee: Projects would include those that market and promote the Downtown Glendale District or promote positive aspects of Downtown Glendale. They can include; Branding of the district, Public relations, Twitter, Instagram and Facebook management, Special events,	No Action Taken

**Rick Lemmo, President / Government Relations • Raul Porto, Vice President
Randy Stevenson, Vice President • Helen McDonagh, Secretary / Treasurer
Steven Sayers • Bradley Calvert**

<p>a. Review FY 2022 DISI Budget</p>	<p>Website maintenance, Mobile application maintenance, Banner program, Streetscape issues including landscaping design, Festival poles, Holiday decorations, Visual linkages, New public spaces projects, and Improvements to public spaces in the district.</p> <p>Marco reviewed the DISI budget for fiscal year 2022. He stated that they have a robust budget that will allow the committee to develop a two-year strategy based on the current allocations. They had the abilities and desire to spend the funds on events and marketing but due to the pandemic they were forced to save the funds and carried them forward for when it's safe to bring people back to the district. They have seven months left in this fiscal year.</p>	
<p>3. Approval of AB 361 allowing us to continue to meet virtually</p>	<p>Marco explained AB361. Zoom provides a safe atmosphere to meet and allows measures to promote social distancing. Public comment is allowed and can be easily accommodated with Zoom. Approving this motion will allow for Zoom, In person, or a hybrid format. It was discussed for the next meeting to be a hybrid format.</p>	<p>Helen moved and Steven seconded the motion to continue using virtual meetings for all meetings held by the Downtown Glendale Association out of caution. This would also be revisited at the next meeting. The motion was approved unanimously.</p>
<p>4. Events for 2022/2023</p>	<p>Helen explained the following events:</p> <p>1. Cruise Night – Saturday, July 16, 2022. 5:30 p.m. -10:30 p.m. NEW this year, Modified imports and Exotic Cars will be accepted. Rick reviewed past years challenges and future expectations.</p> <p>2. Intl. Professional Women's Day – Helen explained it was a very successful event in 2019 and 2020. It was growing but due to the pandemic did not happen in 2021 or 2022. They</p>	<p>No Action Taken</p>

	<p>are looking to get a task force together to plan for 2023.</p> <p>3. Jingle Bell Run – Helen explained this event.</p> <p>4. Tech Week – Helen explained this event.</p> <p>5. Other – Helen explained other events that the DGA has done like Taste of Downtown Glendale. This was an event that was managed by Glendale Arts and would be great for the restaurants if we can do it in August – October.</p>	
5. Concept drawings and costs for the Bridge Link project	<p>Marco reviewed the idea of the bridge link over the 134. The planters would help connect both sides of the district. It will also help protect pedestrians. These planters will be on the west side of the bridges. The city would purchase them and the DGA would maintain them.</p>	No Action Taken
6. Social media and PR Update	<p>Emma from Mustang Marketing gave a social media and public relations update. Emma has been posting city events. Emma explained that posts early and at night have the most impact. Emma wants tickets and raffles once events start again.</p>	No Action Taken
7. Other	<p>Helen opened up for any other items or discussions.</p> <p>1. Marco and Helen discussed having the Board of Directors issue an RFP for an events coordinator to help plan events for the district.</p> <p>2. Helen reviewed the website status.</p> <p>3. The hotels discussed the occupancy rates and potential collaborations.</p> <p>4. Bradley explained the new managers of the Alex Theatre should have a final contract next week.</p> <p>5. Nina announced Glendale Arts is doing the international film festival from September 28th – October 6th at the Laemmle Theatre.</p>	No Action Taken

8. Next DISI Committee Meeting	The next DISI Committee meeting will be on May 25 th , 2022 at 2pm. It will most likely be a hybrid style meeting.	No Action Taken
9. Adjournment	The meeting was adjourned.	

Minutes taken by Ryan Huffman, Staff/New City America