



Rick Lemmo,
President
Raul Porto,
Vice President
Helen McDonagh,
Treasurer
Joe Stitick,
Secretary

**Downtown Glendale Association
Community Benefit District
District Identity & Streetscape Improvement Committee Meeting
Wednesday, April 17th, 2013, 3:00pm
www.downtownglendale.com
100 N Brand Blvd 6th Fl. Conference Rm. Glendale, CA 91203**

Dennis De Pietro
Carol Jacobs
Mike Navarro

Present: Rick Lemmo/Caruso Affiliated, Helen McDonagh/Massage Envy, Shoshana Puccia/Glendale Galleria, Jill Vasant/Americana at Brand

Staff: Marco Li Mandri, Fatima Henriquez, Nick Lemmo

Guests: Shant Sahakian/Sedna Solutions, , Talin Beigler/Legacy Partners, Philippe Eskandar/City of Glendale, Jill

MINUTES

<i>Item</i>	<i>Discussion</i>	<i>Action taken?</i>
Introductions	Chair Helen McDonagh called the meeting to order at 3:00 p.m. and requested that everyone introduce himself or herself. All present introduced themselves to the Committee. Everyone received an agenda booklet.	No action taken
Approval of March 20th, 2013 minutes	The Committee reviewed the minutes for the meeting.	Motion to approve the minutes was made by Shoshana. It was seconded by Helen. Motion carried by consensus.
Public Comment and Announcements	Dodger Night will be taking place on Friday, May 10 th 2013 at Dodger Stadium. We will be celebrating the City of Glendale with family, friends, and neighbors as our Dodgers take on the Miami Marlins. You can find more information at: www.glendaledodgernight.com	No action taken.

	<p>The Glendale Police Awards Luncheon will be held by the Glendale Police Foundation on Thursday, May 16th at the Glendale Hilton. More information at: www.glendalepolicefoundation.org</p> <p>Glendale Arts is halfway into the Bond Film Series at the Alex Theater. Showtimes are Tuesday nights.</p> <p>The 3rd Annual 10k Verdugo Mountain Run is taking place on May 5th 2013. More information at: runtheverdugos.com</p> <p>A Taste of Glendale is taking place on Wednesday, May 1st around Glendale. More information at: glendalehealthykids.org</p>	
<p>Updated Budget for the year, once PR firm selected, look at public space areas</p>	<p>The Committee reviewed the budget for the year. A small discussion ensued about Parklettes and public space areas.</p>	<p>No action taken.</p>
<p>Report of Farmer's Market location from SOBO, contract with City</p>	<p>Discussion ensued on the status of the Farmer's Market. It was said that the ideal time frame for the market would be as follows: On June 1st, the market should be 'getting in the rhythm'; that is, it is near ready for the grand reopening. On July 11th, the new Farmer's Market should be complete. Marco mentioned there should be a new name for the Farmer's Market and the hours should be from 2pm – 8pm or 4pm – 8pm. Jackie mentioned that she is working with the transportation department to figure out the traffic issue that may arise if the location was changed to Wilson Ave between Brand Blvd. and Maryland Ave. Rick said that the DGA would have weeks to inform the public of the change in traffic flow. He even suggested for maps to be provided to people showing them how to get to civic buildings. Fatima mentioned that plenty of Farmer's Markets around the Greater Los Angeles Area close a main traffic flow street with no issue. Some of examples she provided were the Farmer's Markets in Hollywood, Montrose, Studio City and Westwood</p>	<p>No action taken.</p>

	<p>Village. Nick informed the committee that he and Fatima were researching vendors around the area. He has a solid database of vendors to contact. Shoshana suggested the market have musicians and a new age/holistic/organic feel as to attract a crowd. She also suggested that research should be done on qualifying for programs such as SCAN and WIC.</p>	
<p>Update on Web Site name, management, etc.</p>	<p>The deadline for website completion will be June 1st 2013. Discussion ensued on the design of the site. The site will have a “live/work” feel to it. The deadlines for the site are as follows: On May 1st the basics of the website should be done; On May 15th, the site should have a ‘non-perfected’ look to it; On June 7th the site should be almost completed and have the new Farmer’s Market information up.</p> <p>Rick suggested that the DGA site should have a place, just like the Alex Theater site does, where an individual could enter a code for discounts to a local business, ie. a restaurant. The individuals that work in the office buildings should be the first people the DGA should target in regards to advertising the website once it is completed.</p> <p>Shant of Sedna Solutions provided 3 design styles as options for the website.</p>	<p>Rick moved to select the blue border design option for the website. Helen seconded the motion. Motion carried by consensus.</p>
<p>Activities Update</p>	<p>a. Cruise Night The DGA will be buy a Sponsorship, otherwise there are no updates. No amount has been recommended as of yet.</p> <p>b. Unity Fest The DGA has decided not to participate in this year’s Unity Fest.</p> <p>c. Banner Design Process Rick has been discussing with the City about the DGA managing the banners on Brand. It seems the City is more than happy to work with the DGA on controlling the banners. There are also several different possibilities regarding the way in which banners are handled and sponsors are managed.</p>	<p>No action taken.</p>

	Marco will come back with a proposed amendment to the City banner municipal code at the next meeting.	
Status of Master Calendar on Website	Fatima informed the committee that the Master Calendar is complete and is ready for implementation on the DGA website. It should be acknowledged that the Master Calendar will have to be constantly updated throughout the year.	No action taken.
Selection of PR Firm, as per Board Instructions	The DISI PR Task Force met with two candidates for the position and made a selection. At 9pm last night, Tuesday April 16 th 2013, Rick, Helen and Marco received an email from Roland Communications withdrawing their RFP from consideration. . Based upon the interviews, the Task Force recommended that 20/20 Gallagher be selected as the DGA PR Firm. 20/20 Network will begin work no later than May 1 st . The DGA will meet with Tim Gallagher (President of the 20/20 Network), discuss payment of \$30,000 for 12 months, and will give him a scope of work. Emphasis was made that there was a solicitation for RFP that was distributed widely and the deadline was even extended.	Motion to accept the recommendation by the DISI PR Task Force to engage with Tim Gallagher of the 20/20 Network as the DGA Public Relations firm for one year at a \$30,000 fee with scope to be defined no later than May 1st was made by Rick. Shoshana seconded the motion. Motion was carried by consensus.
Next Meeting:	Next meeting for the DISI – Marketing Committee will be May 15 th at 3pm at 100 N Brand Blvd 6th Floor Conference Room Glendale CA 91203.	No action taken.

Minutes taken by Fatima Henriquez, and Marco Li Mandri, staff.