downtown glendale association

Joe Stitick,
President
Raul Porto,
Vice President
Helen McDonagh,
Treasurer
Rick Lemmo,
Secretary
Brent Gardner
Phil Lanzafame

Downtown Glendale Association
District Identity/Marketing
Wednesday, January 11th, 2017 – 10:00 a.m.
100 N Brand Blvd, 6th Floor Conference Room, Glendale, CA 91203
www.downtownglendale.com

Present: Helen McDonagh, Lisa Yeghiayan, Jennifer McLain, Joe Stitick, Elissa Glickman, Jill Vasant, Tamar Sadd

Staff: Marco Li Mandri, Nick Lemmo, Ryan Huffman, Shant Sahakian, and Brooke Lubel

MINUTES:

Item	*Discussion*	*Action Taken?*
1. Introductions	Helen McDonagh called the meeting to order at 10:00 am.	**No action taken.**
2. Public Comments and Announcements	Helen opened the floor to public comment and announcements: a. Jill announced that the Americana would be celebrating the Lunar New Year on January 22nd, from 2:00 pm – 5:00 pm. They will have a property wide parade; food market, paper lantern making, and guests can receive red envelopes with prizes inside. b. Jill announced that the Capital One café has opened. Pete's Coffee is served inside. c. Jill announced that Egg Slut would be opening shortly and Tesla next month. d. Jill announced that Shake Shack is very happy with there opening and they do offer parking validation when you park at the Americana. e. Elissa announced that Glendale Arts would host the Taste of Downtown Glendale on April 26th, 2017. f. Elissa announced that the Open Arts and	**No action taken.**

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	Music Festival would take place on September 16th, 2017. This is a proposed date and they are still looking for a location. She will provide more information at the next DISI meeting. g. Elissa announced that Glendale Arts has partnered with Lyft, which will bring money back to Glendale Arts. h. Tamar announced that there would be a Business Expo February 16th, 2017 hosted by the Dominican Republic. i. Jennifer announced the new businesses that will be coming to the District: Capital One Café, Halal Guys, 85 Degrees, It's Boba Time, Eggslut, Tesla, Bacari, Antaeus Theatre, Central Library, Chess Park Tavern, and the Laemmle Theatre. j. Jennifer announced that there would be a CicLaVia on June 11th, 2017. The details are still being developed. k. Jennifer announced that Tech week would be coming back to Glendale. There are projecting it to be a little later around October 9th, 2017. l. Helen announced that she is still receiving complaints about parking. There is a lack of parking for the businesses on Brand Blvd. Also cars will stop and park their car on Brand Blvd. waiting for a parking spot to open up. Jennifer said they have a new intern that is going to start working on the parking issue.	
3. Approval of November 9th, Minutes	DISI Committee reviewed the minutes from November 9th, 2016.	**Elissa moved to approve the November 9th, 2016 minutes. Jill seconded the motion. The minutes were approved unanimously.**
4. Review of budget YTD for DISI/Marketing	Helen reviewed the DISI Budget for FY 2017.	**No action taken.**
5. Update on DISI	Helen went over a number of activities from the	**No action taken.**

activities	Committee: a. Maryland Avenue Paseo: Jennifer announced that City staff will most likely be recommending to City Council that they should create an official Paseo on Maryland Avenue. This would include making permanent renovations. Some of the renovations could include installing Ballard's, removing medians, and changing the landscape. Overall the businesses on Maryland Avenue are happy with the Paseo and the increased amount of foot traffic. b. Jingle Bell Run: Brooke from Mustang Marketing explained her experience while attending this year Jingle Bell run. She also explained that the Glendale News Press and the LA Daily News ran the DGA's press releases. She said the overall turnout was successful with a lot of runners; however, the DGA as a sponsor was not offered a booth or access to the VIP area. This year's event was at a new venue too. c. Glendale Laughs Comedy Festival: There will be a comedy festival at the Alex Theater, Pierre Garden, and Stars on Brand. It will run from January 23-25 2017. f. Social Media / Public Relations: Brooke from Mustang Marketing reviewed a detailed report. She is recommending starting a DGA Snap Chat. g. Website Report: Shant reviewed his detailed report. He announced that he has started to update the calendar and is going to do a refresh of the website to make it more user friendly. He said that people are using their mobile devices more to access the website versus computers. Discussion followed on all activities and reports.	
8. Next Meeting	Next meeting for the DISI Committee will be held on March 21st, at 9:00 a.m. 100 North Brand Blvd., 6th floor conference room, Glendale CA 91203	**No action taken.**

Minutes taken by Ryan Huffman, staff.