



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

Dennis De Pietro  
Carol Jacobs  
Phil Lanzafame

**Downtown Glendale Association  
Marketing Committee Meeting  
Thursday, March 26<sup>th</sup>, 2015 – 10:00 a.m.  
100 N Brand Blvd. - Basement Conference Room,  
Glendale, CA 91203**

**AGENDA**

1. Introductions – Helen McDonagh, Chair
2. Public comment and announcements
3. Review of budget for YTD Fiscal Year
4. Update on DISI Activities:
  - a. Spring displays – estimated costs:
  - b. Events for the Balance of the Year:
    1. Taste of Glendale - \$1,000
    2. Cruise Night – \$ 5,000
    3. Special Olympics - \$5,000
    4. Perch Special Olympics - \$1,000
    5. Jingle Bell Run - \$ 10,000
    6. Fire and Police Luncheons
    7. Other

**Action Item**

5. Update on projects:
  - a. Tim Gallagher Report
  - b. Website update
  - c. Social media report
  - d. Next banner design, timeline
6. Downtown Market, initiation date, ideas for marketing
7. Other

**Action Item**

8. Next Meeting: \_\_\_\_\_

**BROWN ACT:** *Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. The Corporation posts all Board and Committee agendas at the meeting room door as well as the DGA office door. Action may not be taken on items not identified as such and posted on the agenda. Meeting facilities may be accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Nick Lemmo at 818 476-0120 x 420 at least 48 hours prior to the meeting*

## Downtown Glendale Association

## Profit &amp; Loss Budget Performance

December 1, 2014 through February 28, 2015

	Feb 2015	Budget	Dec 1, '14 - Feb 28, 14	YTD Budget	Annual Budget
<b>Income</b>					
Assessment Income					
Carry Forward	0.00	300,159.33	453,869.56	300,159.33	900,478.00
Non Assessment Revenue					
Interest Income		1,666.67	212,071.76	212,071.76	212,071.76
Total Income	0.00	301,826.00	666,038.78	517,231.09	1,132,549.76
<b>Expense</b>					
<b>DISI</b>					
Advertising		583.33		1,750.00	7,000.00
Annual Report		166.67		500.00	2,000.00
Banners		833.33		2,500.00	10,000.00
DGM Advertising/Mktg		1,666.67	2.81	5,000.00	20,000.00
Glendale Arts Grant		3,333.33	40,000.00	10,000.00	40,000.00
Mobile App		250.00		750.00	3,000.00
Public Relations	3,000.00	3,000.00	12,000.00	9,000.00	36,000.00
Rent, Parking, Utilities	780.00	916.67	2,330.00	2,750.00	11,000.00
Seasonal Displays	65.41	5,000.00	150.58	15,000.00	60,000.00
Special Events		2,500.00	107.91	7,500.00	30,000.00
Special Projects	279.47	833.33	279.47	2,500.00	10,000.00
Videos		416.67	2,000.00	1,250.00	5,000.00
Web Site	10.00	333.33	40.00	1,000.00	4,000.00
DISI Misc	30.00	166.67	30.00	500.00	2,000.00
Total DISI	4,164.88	20,000.00	56,940.77	60,000.00	240,000.00







## Custom Base Display Holder (2x2x2.5)

Wood----- \$90

Paint -----\$22

Sandbags----- \$10

Hardware---- \$10

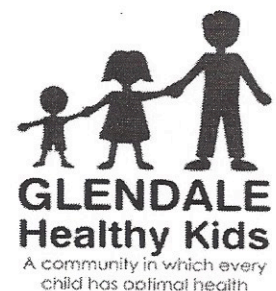
Flowers, soil, and liner ---\$28

MATERIAL-----\$160

FABRICATION LABOR AND SET UP----- \$95

TOTAL----- \$255

12 DISPLAYS -----\$3,060



## Glendale Healthy Kids

### OUR VISION FOR GLENDALE:

A community in which EVERY child has optimal health

### Who are we?

Glendale Healthy Kids is an independent non-profit organization dedicated to providing free and low-cost preventive care to all children in Glendale.

### What do we do?

Last year, Glendale Healthy Kids:

- Provided over 550 referrals for the children of Glendale in medical, dental, and mental health, vision and hearing services
- Paid for \$3,500+ in children's prescriptions and ancillary services
- 146 providers participated in Give Kids a Smile, More Than a Day
- 10 children completed Orthodontic Program
- 1,300 9<sup>th</sup> and 10<sup>th</sup> grade students participated in high school health fairs
- 1,000 attended the 4th Annual Kids Health and Fitness Expo
- 3240 attended educational seminars in asthma, nutrition and oral health

### Why do we do it?

We care about children's health and well-being. We believe that every child deserves to experience optimal health. Since our inception, Glendale Healthy Kids has served over 15,000 children, making their lives better.

### What can you do?

Help us to help the children of Glendale. Show that you have a heart for children, and believe that all children deserve to be healthy.

Times are hard. We admit it. That's why we need your help now, more than ever before. More and more children are seeking our services. We don't want to let them down.

**Our signature community-wide event, the 14<sup>th</sup> annual  
A Taste of Downtown Glendale takes place on April 29, 2015  
and we're asking for your help!**

Last year more than 1000 people strolled through downtown Glendale, tasting local restaurant offerings. All food is donated by these restaurants, which means that the funds we collect will go directly to help our children. For the adjunct costs, we need sponsors...this is where YOU come in!

Look at the enclosed sponsor sheet and **decide which level works best for you.** Will you **sponsor at the top level** and get the most recognition? **You decide** which level works best for you. Just **choose one** and **show how much you care for the children of the city that supports you.**

**Please...have a heart for a child!**

Gratefully,

Sharon Townsend, Glendale Health Kids, CEO



**Thank you for your support!**  
**Glendale Healthy Kids P.O. Box 201 Glendale, CA 91209**  
**Please return or fax to: (818)548-7931 Fax: (818)484-2625**





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**Special Olympics Menu July 23, 2015**  
**-150 Guest**

Cheese Plate

Nut Free Waldorf Salad

BBQ Pork Ribs Mac and Cheese

Sloppy Joes on Hawaiian Sweet Rolls with Green  
Apple Cole Slaw

BBQ Pulled Chicken on Hawaiian Sweet Rolls with  
Green Apple Cole Slaw

Tofu BBQ

Chocolate Brownies

## **Review of marketing and PR activities (Dec 2014-March 2015)**

### **Traditional media**

- Navigated the closure of the downtown market with a minimal amount of negative publicity (both in Glendale News-Press and LA Times)
- Glendale economic indicators (Glendale News-Press) growth credited to Downtown activity
- RidePal publicity included Downtown Glendale (Glendale News-Press)
- Parking signs from the city made news for the district (Glendale News-Press and San Fernando Valley Business Journal)
- DGA apps success (Glendale News-Press and Crescenta Valley Weekly)
- Alex Theatre "Billy Elliot" show in revamped theater (LA Times, Glendale News-Press, CV Weekly, Pasadena, Burbank Leader) and follow up letters to the editor emphasizing downtown night life.

### **Social media**

- "What I love about Downtown Glendale" drew more than 3,000 views, 325 "shares" and about 30 entrants in the contest. Two winners from Glendale.
- Posting at least once per day

### **Website updates (Shant)**

- **Directory Categories** – The Directory on the website and mobile app now has a category for Bars & Nightlife, Coffee & Tea, Parking, and Transportation. The Bars & Nightlife and Coffee & Tea categories will help separate listings which previously had to go in Dining and may not have been the right fit for them. Dining has also been renamed to Restaurants, which will be better for search engines.
- **Directory & Properties Listings** – The Directory and Properties listings have a much cleaner and organized layout.
- **Social Media Bar** – The social media icons now hover on the right of the website on every page.
- **Weather** – We have added Weather to the header of the website, which will be helpful for visitors coming into the city.
- **Footer** – Every page of the website has a new footer section, including main links, contact information, and mobile app download links.

### **Events**

- Jingle Bell run. Staffed with wheel

### **Newsletter email growth list**

- Plan to grow this list through attendance at events, prize wheel when appropriate.



- Distributed ambassador monthly reports

Prizes

### **Upcoming**

Farmers Market wwill require a major effort.

Direct mail with a coupon we can track

A Taste of Glendale April 29

Verduo Mountains 10k (not in the district) May 3

Cruise Night July 18

Special Olympics July 22





150'x20'=  
3ksqft

Chess Park

FedEx Office Print  
& Ship Center

La Diosa Night Cl

S i d e w a l k

N Brand Blvd

<- 225'x17'

<- 140'x17'

Wilson







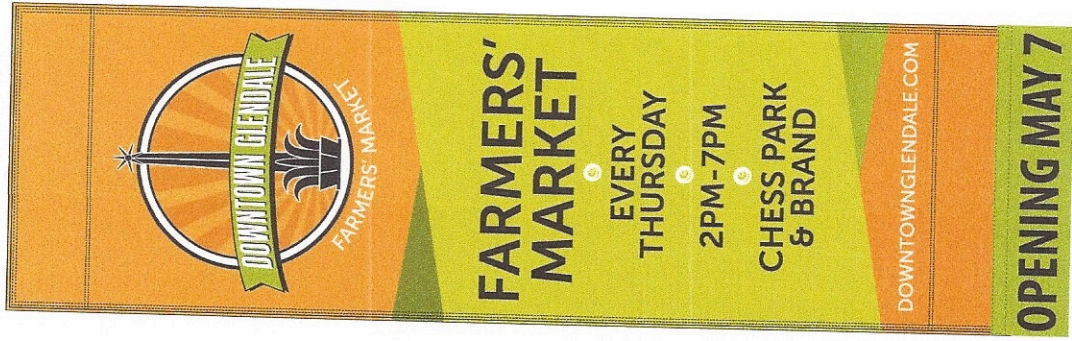
ENLARGED 24" X 79"

24"  
1" **OPENING MAY 7** 6"

Double Sided Sign

File Notes:

- 24" x 79"
- 5.5" Pole Pockets
- Artwork - Vector
- PMS 382
- PMS 383
- PMS 1665
- Logos - Vectorized



☐ Artwork appears to be production ready pending final proof process
 ☐ Approved as presented
 ☐ Approved with changes noted
 ☐ STOP - Present new concept

☐ Pause - Present revised proof
 ☐ Go to production with these changes
 ☐ STOP - Contact ASAP

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**ag retail**  
 Brand Implementation

**ag media**  
 more outdoor

**HDclear**  
 High definition decorative film

Client	DOWNTOWN GLENDALE ASSOC.
Contact	NICK LEMMO
Project	GLENDALE FARMERS MARKET
	2015 CLPB
Job Site	GLENDALE, CA
W/O No:	23564
Date:	03.25.15
Page:	1 OF 1
AmGraph Team	
A Exec	SCOTT GREENWALD
PM	PETE DOWNS
Designer	CA
Scale	NTS
OSP	<input type="checkbox"/> CBG <input type="checkbox"/> DGP
FVG	<input checked="" type="checkbox"/> CLPB <input type="checkbox"/> HDC
PROMO	<input checked="" type="checkbox"/> SIGN <input type="checkbox"/> CSRVS

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 this proof is for content and  
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Raw Inspirations Meeting Notes:

Start of Market: May 7<sup>th</sup> 2015

Times: Every Thursday 2pm-8pm

Location: Chess Park and Parking stalls on the west side of Brand between California and Wilson.

Marketing:

- Banners ( Installed April 6<sup>th</sup>)
- Direct Mailers with vendor coupons (School Districts) =10,050 Flyers Provided by RAI (April 15<sup>th</sup> Distribution)
- Chamber Mailings
- Market Tote bags

Other Notes:

- Involve local restaurants in supporting the farmer's market produce.
- DGA will provide Aprons and Tablecloths for the Farmers Market to look uniform and have consistent branding.
- Signage for parking during Farmers market hours (A-frame signs )