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downtown glendale association

Rick Lemmo,
President
Raul Porto,
Vice President
Helen McDonagh,
Treasurer
Joe Stitick,
Secretary
Dennis De Pietro
Carol Jacobs
Phil Lanzafame

Downtown Glendale Association
District Identity/Marketing
Wednesday, September 30th 2015 – 12:15 p.m.
100 N Brand Blvd Cowork 100 Basement Glendale, CA 91203
www.downtownglendale.com

Present: Elissa Glickman, Jill Vasant, Joe Stitick, Rick Lemmo, Helen McDonagh, Tim Gallagher, Shant Sahakian

Staff: Marco Li Mandri, Nick Lemmo, Ryan Huffman

MINUTES:

Item	*Discussion*	*Action Taken?*
Introductions	Helen McDonagh called the meeting to order at 12:20 pm.	**No Action Taken**
Review of budget YTD for DISI/Marketing	Marco went over the costs of the services provided to the DGA under the DISI Committee. He also noted why we were under budget for various items and that there would be another carry forward from FY 15 to FY 16. Discussion followed.	**No action taken**
Update on DISI activities	Helen went over a number of activities from the Committee: a. Fall and Christmas displays: Nick gave an update on our obligation to purchase Christmas decorations in an agreement with the City. Nick will be going over this issue in the purchase of new decorations with the City and report back. Nick also reported that the Fall displays will be out by the first couple weeks of October. A map for the fall and holiday displays was	**No action taken**

	distributed. Discussion followed on how good the first few displays looked. b. Cruise night: A report was given by staff on Cruise night held on August; c. Special Olympics. Nick reported on the Special Olympics and the Pirch Special event. Helen weighed in on the success of the event; d. Jingle Bell run: Will be held on December 13th. The route and logistics are still being determined at this point; e. Web site Shant is looking into the cost of a ticket kiosk; f. Alex Theatre: Elissa stated that there have been many sold out shows. She also stated that she would have a comprehensive proposal for the DGA for Fiscal Year 2016 by the end of November; g. The Americana will have its tree lighting on November 19th. It might be the tallest Christmas tree on the west coast; h. Facebook expansion seems to be working well. A report on the social media results, developed by Tari, was distributed and discussed. i. PR coverage: A report was handed out on the extensive public relations coverage the DGA has received over the past few months Discussion followed on all of the issues	
Public space placement	Nick reported that we had some trouble getting tables from Ace hardware, but it appears that the issue had been resolved. Marco suggested that we wait for the placement of the tables and chairs until we have completed the fall displays. Nick made up a map of the location of the public spaces in the district.	
Downtown Market	Nick stated that Rick and Jennifer from Raw Inspirations, the Downtown Market coordinator, need to have a meeting to talk about the success of the market over the past 6 months.	

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Next Meeting	Next meeting for the DISI Committee will be held on Tuesday, November 3rd, at 3:00 p.m.100 North Brand Blvd., 6th floor conference room, Glendale CA 91203	**No Action Taken**

Minutes taken by Marco Li Mandri, staff.