



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

Downtown Glendale Association
District Identity/Marketing
Tuesday, January 19th, 2016 – 10:30 a.m.
100 N Brand Blvd, 6th Floor Conference Room, Glendale, CA 91203
www.downtownglendale.com

Present: Elissa Glickman, Helen McDonagh, Lisa Yeghiayan, Brent Gardner, Shant Sahakian, Jill Vasant, Joe Stitick, Rick Lemmo

Staff: Marco Li Mandri, Nick Lemmo, Ryan Huffman, Tim Gallagher

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions	Helen McDonagh called the meeting to order at 10:30 a.m.	No Action Taken
2. Public Comments and Announcements	Helen opened the floor to public comment and announcements: a. Elissa from Glendale Arts announced that February 3 rd will be the opening of the NEON arts building and will also be the Ascencia Gala. b. Brent announced Dick Sporting goods is open, along with Bourbon Steak. c. Jill announced that January 30 th , the Americana will celebrate the Chinese New Year. Also, Under Armor will open in March, Top Man in May, Shake Shack in the Summer, and Eggslut in the Summer.	No action taken
3. Approval of November 3rd, 2015 Minutes	DISI Committee reviewed the minutes from November 3 rd , 2015.	Brent moved and Jill seconded the approval of the November 3rd, 2015 minutes. The motion was

		approved unanimously.
4. Review of budget YTD for DISI/Marketing	Marco went over the DISI Budget for FY 2016. Discussion followed.	Jill moved and Joe seconded the approval of the DISI budget. Elissa abstained. The motion was approved.
5. Update on DISI activities	<p>Helen went over a number of activities from the Committee:</p> <p>a. Annual Banner Program: Banner schedule was distributed and the committee was informed that February and March will be used for CBRE welcome banners.</p> <p>b. Review of sponsorship list: Marco explained the list of events that DISI will sponsor.</p> <p>c. Update on Website: Shant explained that citizens/tenants can now make recommendations on adding business to the website. Discussion followed on the best way for the Americana and Glendale Galleria to make sure their tenants are on the DGA website.</p> <p>d. Update on Public Relations: Tim gave an update on press releases.</p> <p>e. Update on Social Media: Nick explained Tari's report and gave ideas on how we will raffle off gift cards to promote the district through social media.</p> <p>f. Farmers Market: Rick gave an update on the status of the Farmers Market. Discussion followed on all activities.</p>	No action taken
6. Authorization to purchase additional Spring Displays	Nick explained the cost and placement of purchasing additional Spring Displays. Discussion followed.	Elissa moved and Jill seconded the approval to purchase 12 additional Spring Displays. The motion was passed

		unanimously.
7. Authorization to purchase additional table, chairs, and umbrellas.	Nick explained the cost and placement of purchasing additional tables, chairs, and umbrellas. Discussion followed.	Elissa moved and Jill seconded the approval to purchase the additional tables, chairs, and umbrellas. The motion was passed unanimously.
8. Authorization to purchase and install LED lighting for palm trees on Maryland.	Nick explained the cost and placement of LED lights for the palm trees on Maryland.	Jill moved and Elissa seconded the approval of purchasing and installing LED lights on Maryland. The motion was passed unanimously.
9. RFP for PR, based upon City Contract, authorization to issue.	DISI Committee Members and staff discussed RFP to be sent out for Public Relations contract.	Elissa moved and Jill seconded the approval for the RFP to be sent out. The motion was passed unanimously.
10. Next Meeting	Next meeting for the DISI Committee will be held on March 15 th , at 10:30 a.m. 100 North Brand Blvd., 6 th floor conference room, Glendale CA 91203	No Action Taken

Minutes taken by Ryan Huffman, staff.