



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

**Downtown Glendale Association
District Identity and Streetscape Improvements (DISI) Committee
Wednesday, October 5th, 2016 – 10:00 a.m.
100 N Brand Blvd. – 6th Floor Conference Room, Glendale, CA 91203**

AGENDA

1. **Introductions – Helen McDonagh, Chair**
2. **Public Comment and Announcements**
3. **Review of September 6th, 2016 Minutes**
4. **Review of FY16 budget**
5. **Update on Activities-**
 - Glendale Tech Week
 - Maryland Avenue Paseo
 - Holiday Decorations
 - Public Relations / Social Media Report
 - Website Report
 - Walking map
6. **Authorization to Purchase Custom DGA Umbrella's** **Action Item**
7. **Other**
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 Ryan Huffman at 818 476-0120 x 420 at least 48 hours prior to the meeting



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

Downtown Glendale Association
District Identity/Marketing
Tuesday, September 6th, 2016 – 11:00 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

Staff: Nick Lemmo, Ryan Huffman, Shant Sahakian, Dianne McKay, Brooke Lubel

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions	Helen McDonagh called the meeting to order at 11:00 a.m.	No action taken.
2. Public Comments and Announcements	Helen opened the floor to public comment and announcements: a. Jennifer McLain announced that the Glendale Galleria would be celebrating their 40 th on October 4 th , 2016 at 10:00am. b. Shant announced that GO-2016 would be offering a free self-guided studio tour on October 15 th -16 th from 11:00am – 5:00pm. c. Jennifer McLain announced that the Maryland Paseo is now open and off to a great start. The DGA has been instrumental in helping the city promote Maryland by providing the concrete flower planters, tables, chairs, umbrellas, and helping maintain the cleanliness. The Ambassadors have been a great help too.	No action taken.
3. Approval of June 16th, 2016 Minutes	DISI Committee reviewed the minutes from June 16th, 2016.	Elissa Moved to approve the June 16th, 2016 minutes. Joe

		seconded the motion. The minutes were approved unanimously.
4. Review of budget YTD for DISI/Marketing	Nick went over the DISI Budget for FY 2016. Discussion followed.	No action taken.
5. Update on DISI activities	<p>Helen went over a number of activities from the Committee:</p> <p>a. Cruise Night: Cruise night was a success. Mustang Marketing along with NCA & NCPS staff worked the booth. The DGA gave away free coffee to Urartu Coffee, tickets to the Alex, and DGA logo Koozies.</p> <p>b. Open Arts & Music Festival: Elissa explained the details about the festival that will be held on September 17th, 2016. She also talked about having the DGA raffle off two tickets to Break on Through which will offer a meet and great with the band. Elissa provided cards that the Ambassadors will help distribute too.</p> <p>c. Glendale Tech Week: Jennifer explained the details of Glendale Tech Week. There will be nearly 20 events located throughout the district. The DGA was instrumental with advertising by hanging banners and posting on social media. The majority of the events will run from September 14th thru September 16th, 2016.</p> <p>d. Holiday Decorations: Nick explained that the DGA would be installing the fall displays again. They will consist of Hay, Pumpkins, and Scarecrows. He said he would start putting them up towards the end of September and take them down around Thanksgiving. Mustang Marketing will also conduct raffle prizes that will correlate with the Fall displays.</p> <p>e. Walking Map: The walking map has been designed by NCA. The verbiage will be worked on by Mustang Marketing and should be completed shortly. Once the map is completed it will be distributed. Joe also expressed interest</p>	No action taken.

	<p>in posting the map in the parking garages to show people that are not familiar with the area where stores are located.</p> <p>Discussion followed on all activities.</p>	
<p>6. Public Relations, Website, and Social Media Report</p>	<p>Helen reviewed the Website, Social Media, and Public Relations report.</p> <p>a. Brooke from Mustang Marketing passed out and reviewed a detailed report. She is going to look into expanding the Instagram account into a business account. She will also start incorporating the Seasonal Displays along with the Jingle Bell Run as they come online.</p> <p>b. Shant reviewed his report and announced that they will look into syncing the DGA, Glendale Arts, and Glendale Calendars.</p> <p>Discussion followed on all reports.</p>	<p>No action taken.</p>
<p>7. Tech Week Reception Sponsorship</p>	<p>Helen reviewed the action item for the DGA to sponsor Tech Week by providing a \$2,500.00 dollar donation for the September 14th, reception at Bourbon Steakhouse.</p> <p>Discussion Followed.</p>	<p>Elissa moved to approve the \$2,500.00 sponsorship of tech week that will come out of the Special Events line item in the DISI budget. Joe seconded the motion. The motion was approved unanimously.</p>
<p>8. Next Meeting</p>	<p>Next meeting for the DISI Committee will be held on October 5th, at 10:00 a.m. 100 North Brand Blvd., 6th floor conference room, Glendale CA 91203</p>	<p>No action taken.</p>

Minutes taken by Ryan Huffman, staff.

Downtown Glendale Association
2016 DISI DRAFT Budget
 12/01/15 - 09/30/2016

DISI

	Spent		% of Spent		Total	% Annual
	Sep 2016	Actual YTD Spent	Projected YTD	YTD Budget	Annual Budget	Total Budget
Advertising	43.71	3,983.89	8,333.33	39.84%	10,000.00	0.97%
Annual Report		97.56	833.33	9.76%	1,000.00	0.10%
Banners		14,204.02	16,666.67	71.02%	20,000.00	1.94%
Glendale Arts Grant		45,000.00	37,500.00	100.00%	45,000.00	4.37%
Mobile App	450.00	1,200.00	2,500.00	40.00%	3,000.00	0.29%
Public Relations	6,000.00	23,250.00	25,000.00	77.50%	30,000.00	2.91%
Rent, Parking, Utilities	1,400.00	13,293.64	12,500.00	88.62%	15,000.00	1.46%
Seasonal Displays	173.65	25,496.10	50,000.00	42.49%	60,000.00	5.83%
Special Events	2,500.00	5,731.83	8,333.33	57.32%	10,000.00	0.97%
Chamber of Commerce		3,000.00	4,166.67	60.00%	5,000.00	0.49%
City Events		15,000.00	12,500.00	100.00%	15,000.00	1.46%
Jingle Bell Run		10,000.00	8,333.33	100.00%	10,000.00	0.97%
Taste of DT Glendale		5,000.00	4,166.67	100.00%	5,000.00	0.49%
Special Projects	1,918.20	17,427.60	16,666.67	87.14%	20,000.00	1.94%
Videos		0.00	4,166.67	0.00%	5,000.00	0.49%
Website	931.98	2,431.98	3,333.33	60.80%	4,000.00	0.39%
Total DISI	13,417.54	185,116.62	215,000.00	71.75%	258,000.00	25.06%

Glendale Tech Week Review

Nearly 1,000 attendees total

- 565 Tech Week badges distributed
- 360 attendees at Verdugo Job Center
- 150+ at Maryland Street Party on Friday



GLENDALE
**TECH
WEEK**

September 14-17, 2016

4 Days. 50 Speakers. 30 Events.

Day 1: Alex Theatre, CBRE, Bourbon Steakhouse



Day 2: YP, LegalZoom, HPC, MONA, Moose Den



Day 3: GCC, MGN Five Star Cinema, Maryland Paseo & Eden on Brand 8



GLENDALE
**TECH
WEEK**
September 14-17, 2016

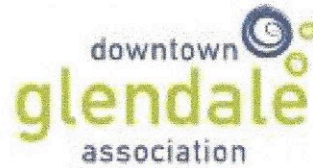
Sponsorship: Thank you Downtown Glendale Association!

▶ Sponsors

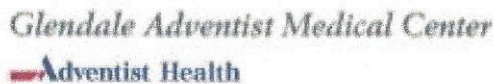
Platinum:



STASHIMI



Gold:



Silver:



Bronze:



GLENDALE
**TECH
WEEK**

September 14-17, 2016

Sponsorship dollars and support from the Downtown Glendale Association specifically went to: Meet the Funders event at Bourbon Steakhouse, Street Banners, Marketing Support, and the Maryland Paseo Street Party.

ALL EVENTS ARE FREE

10

Stashimi presents Lunch Time Music

Tuesdays @ 11:30 - 1:30 pm

AUG. 30 The Fair Market Band

SEP. 6 Jon O'Hara

SEP. 13 Natalie Clark

SEP. 20 Briar Rabbit

Glendale Cool Nights presented by Arts & Culture Commission

Thursday @ 5:00 - 8:00 pm

SEP. 1 Neptune Cocktail & Aztec Dance Group Yankuititl

SEP. 8 Jordi Caballero-Latin Dance Duo &
Orquesta Charangoa

SEP. 15 Orquesta Charangoa &
Aztec Dance Group Yankuititl

SEP. 22 John Reynolds Trio

Movies on Maryland

Fridays @ 7:30pm

SEP. 16 Pokemon

SEP. 30 Zootopia

Tech Week Party in the Street

Friday @ 11:30 - 1:30 pm

SEP. 16 The Robbie Davis Band and Rolling Robots

Glendale Arts presents Open Shows

Fridays @ 8:00 - 10:00 pm

SEP. 9 & 23 DJs & Band to be Announced

Saturdays @ 1:00 - 3:00 pm

SEP. 10 & 24 DJs & Band to be Announced

Starting **August 29**, Maryland Avenue between Broadway and Wilson will be closed to through traffic for the trial of a pedestrian friendly Paseo (access to the parking structure will not be impacted). Visitors to the Maryland Paseo will find live music and interactive performances throughout the trial period. Vacant storefronts on the street have been converted to art galleries and tables and chairs will be in the Paseo for passersby to enjoy lunch, dinner, or coffee outdoors. Check our social media pages for updates on the calendar of events @ChooseGlendale and share your experiences at #MarylandPaseo. Special thanks to the Downtown Glendale Association for helping make the Maryland Paseo possible.

*Performers are subject to change without notice.



September 2016

Downtown Glendale Association

Social Media

Facebook

Total Likes: 8,832 with an increase of 20 likes since the beginning of Sept.

Posts: 3 per week

Contests held: Break on Through with Robby Krieger & Friends Music Theatre Guild Presents Promises, Promises

Twitter

Total followers: 494 with an increase of 21 followers since the beginning of Sept.

Tweet: 3-5 times per week (includes retweets)

Instagram

Total followers: 1019 with an increase of 60 followers since the beginning of Sept.

Posts: 2-3 times per week (includes reposts from other Instagram users)

Public Relations

- No press releases went out for the Downtown Glendale Association for the month of September
- Current PR efforts include distribution of the Glendale Arts POPUP! Bookfest media alert

Other Projects

- Downtown Glendale Association Walking Map
- Downtown Glendale Association new Facebook cover photo



LIVE. WORK. PLAY.

Welcome to downtown Glendale!

DRAFT

Downtown Glendale is far ahead of the curve when it comes to the "New Urbanism" movement that promotes the idea of creating opportunities to "live, work and play" all in the same area. You're walking distance from major businesses and world-class shopping, and some of the best inexpensive eateries to high-quality restaurants as well as bars are located in downtown.

The Downtown Glendale Association advocates among the Brand Boulevard corridor, and serves to build a place where residents and visitors can interact 18 hours a day, seven days a week. Some of Downtown Glendale's staples include the historic Alex Theatre, The Americana at Brand and the Glendale Galleria. New developments and multiple projects are continuously being implemented to keep Downtown Glendale one of the best communities in Los Angeles County!

DOWNLOAD OUR AWARD-WINNING APP

Available on the **App Store** | **GET IT ON Google play**



Navigate downtown with interactive maps

downtown
glendale
association

UPCOMING EVENTS

Throughout the years, Downtown Glendale has played off the city's charming physical attributes by converting storefronts into art galleries, parks into concert venues and streets into classic car shows.

WEEKLY

- Yoga on the green with Lululemon Athletica every:
 - Thursday morning at 11:30 a.m.
 - Sunday morning at 9:30 a.m.
- Maryland Paseo

MAY

- Taste of Downtown Glendale

JULY

- Glendale Cruise Night

SEPTEMBER

- Glendale Tech Week

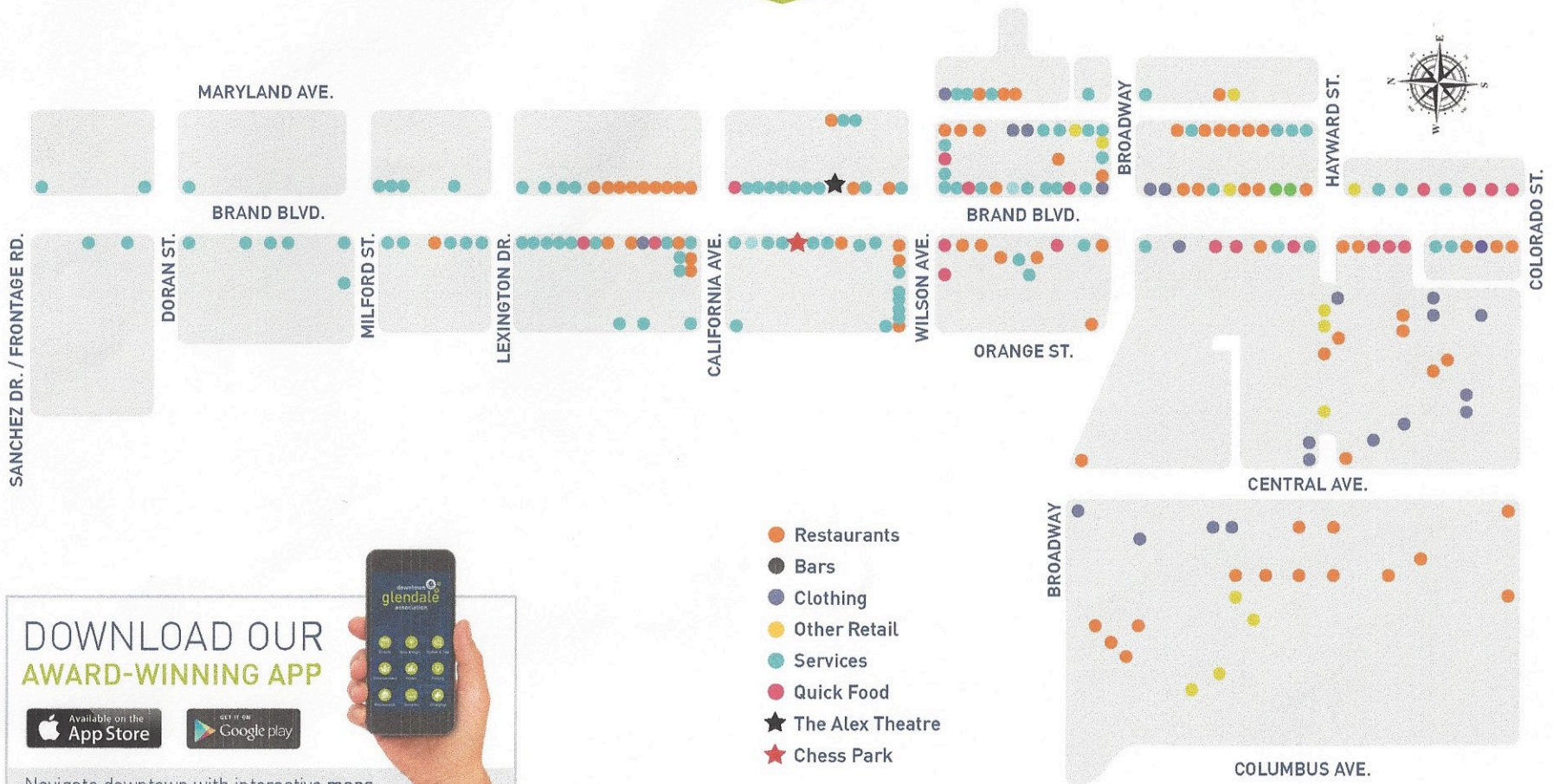
DECEMBER

- Jingle Bell 5K Run



downtown glendale association

DRAFT



DOWNLOAD OUR
AWARD-WINNING APP

Available on the App Store

GET IT ON Google play

Navigate downtown with interactive maps



42" Arc Budget Telescopic Umbrella 818EG

14

Avg. Per Piece: \$4.97

Qty. 250 Edit

Total: \$1,242.50

Pricing Details



Product Color:



[Start over](#) with a blank 42" Arc Budget Telescopic Umbrella, or select a [new product](#).

Product Pricing Summary

Size	Piece Price (Base Price + 1 Decoration)	Qty.	Total
	\$4.97	250	\$1,242.50

Subtotal \$1,242.50

Pricing does not include tax, shipping or coupon codes that may apply. These will be added in the cart.

Total **\$1,242.50**

Close

+

Add to Cart

Decoration Summary

Decoration Method: Screen Print

Tax &
Shipping

\$1400
Total