



Rick Lemmo,
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 Joseph Stitick,
Vice President
 Helen McDonagh,
Treasurer
 Raul Porto,
Secretary
 Brent Gardner
 Jennifer Hiramoto
 Nicole Dedic
 Randy Stevenson

Downtown Glendale Association
District Identity/Marketing
Tuesday, November 27th, 2018 – 10:30 a.m.
100 N Brand Blvd, 6th Floor Conference Room, Glendale, CA 91203
www.downtownglendale.com

Present: Helen McDonagh, Karla Alba, Elissa Glickman, Jennifer Hiramoto, Lisa Yeghiayan, Rick Lemmo

Staff: Nick Lemmo, Jacqueline Benthem

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions	Helen McDonagh called the meeting to order at 10:30 am.	No Action Taken
2. Public Comments and Announcements	Helen opened the floor to public comment and announcements: a. Elissa announced that the Alex theater will have some special events going on for the Holidays.	No Action Taken
3. Review of July 24th, 2018 Minutes	DISI Committee reviewed the minutes from July 24th, 2018.	Jenn moved and Karla seconded the approval of the July 24th, 2018 minutes. The minutes were approved unanimously.
4. Review of budget YTD for DISI/Marketing	Staff went over the DISI Budget for FY 2018. a. Helen explained the budget will change a bit next year due to the expansion with the new	No Action Taken

	district.	
5. Update on DISI activities	<p>Helen went over a number of activities from the Committee:</p> <p>a. Jingle Bell Run is the next big event that is coming up. It's December 9th 2018.</p> <p>b. Social Media / Public Relations: Mustang Marketing sent a detailed report that was reviewed. They will be expanding the budget for marketing because of the new district.</p> <p>c. Website Report: Sedna Solutions sent a report that was reviewed. The website Traffic keeps growing.</p>	No Action Taken
6. Other	<p>Helen opened the floor for any other DISI discussions.</p> <p>a. International Women's Day: Helen gave an update. Official Day is March 8th but they haven't decided yet if they want to make it a day, week or do something else. They do want to hang banners in the month of March.</p>	No Action Taken
6. Next Meeting	<p>Helen suggested that the DISI Committee keeps meeting every other month on the 4th Wednesday of that month.</p> <p>Next meeting for the DISI Committee will be on January 23rd, 2019 at 9:00 am at 100 N Brand Blvd., 6th floor conference room, Glendale CA 91203.</p>	No Action Taken

Minutes taken by Jacqueline Benthem, staff.