



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

**Downtown Glendale Association  
District Identity and Streetscape Improvements (DISI) Committee  
Wednesday, March 27<sup>th</sup>, 2019 – 11:00 a.m.  
100 N Brand Blvd. – 6<sup>th</sup> Floor Conference Room, Glendale, CA 91203**

**AGENDA**

1. Introductions – Helen McDonagh, Chair
2. Public Comment and Announcements
3. Review of January 23<sup>rd</sup>, 2019 Minutes Action Item
4. Review of FY19 budget
5. Update on Activities -
  - International Women’s Day/Wrap up and next year
  - Taste Walk Glendale
  - Cruise Night
  - Social Media Report / Public Relations
  - Website Report
  - Spring Displays
  - Tech on Tap
6. Logo rebrand including “Greater”
7. Update on mural project for Wilson Alleyway/Placemaking Task Force Meeting
8. Other
9. 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*



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**Downtown Glendale Association**  
**District Identity/Marketing**  
**Wednesday, January 23<sup>rd</sup>, 2018 – 9:00 a.m.**  
**100 N Brand Blvd, 6<sup>th</sup> Floor Conference Room, Glendale, CA 91203**  
**[www.downtownglendale.com](http://www.downtownglendale.com)**

**Present:** Helen McDonagh, Joe Stitick, Jennifer Hiramoto, Nicole Dedic, Nina Crowe, Lisa Yeghiayan, Emma Frawley

**Staff:** Nick Lemmo, Jacqueline Benthem

**MINUTES:**

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
<b>1. Introductions</b>	Helen McDonagh called the meeting to order at 9:00 am.	<b>No Action Taken</b>
<b>2. Public Comments and Announcements</b>	Helen opened the floor for public comment and announcements: a. Nina announced that the Alex theater had a fantastic 2018. They installed a digital projector in December. b. Save the Date for Taste Walk Glendale: May 1 <sup>st</sup> 2019. c. Jennifer announced that 4 large companies are expanding on Brand Blvd: Age of Learning, Service Titan, Disqo and Beyond Limits. The city also requested for 2 new lots for hotels in the district.	<b>No Action Taken</b>
<b>3. Review of November 27th, 2018 Minutes</b>	DISI Committee reviewed the minutes from November 27th, 2018.	<b>Jenn moved and Nicole seconded the approval of the November 27th, 2018 minutes. The</b>

		minutes were approved unanimously.
<b>4. Review of budget YTD for DISI/Marketing</b>	Staff went over the DISI Budget for FY 2019. Discussion Followed.	<b>No Action Taken</b>
<b>5. Update on DISI activities</b>	<p>Helen went over a number of activities from the Committee:</p> <p>a. International Women’s Day will be March 8<sup>th</sup> and the theme will be “Balance for Better”. This event will be a pilot. It will represent the District, presenting different leaders, and it will be held at CBRE. The money raised will be donated to Ascencia. Budget is set for \$2,500 and banners will be designed, purchased, and installed. The theme color is purple.</p> <p>b. Jingle Bell Run had a good turnout. 850 total participants and they raised \$ 110,000. Erin from the Arthritis Foundation already contacted DGA about the plans for next year.</p> <p>c. Valentine’s Day Promotion 2019 DGA will hand out roses like other years. They will also do this in the new district and it will be posted on Social Media.</p> <p>d. Social Media / Public Relations: Mustang Marketing sent a detailed report that was reviewed. Emma explained that it keeps growing. Postings 5 times a week and there are more replies.</p> <p>e. Website Report: Sedna Solutions sent a report that was reviewed.</p>	<b>No Action Taken</b>
<b>6. Rebrand logo to include “Greater”</b>	Staff explained that they want to look into rebranding the logo to include “Greater” and update the logo.	<p><b>Joe moved and Jenn second the motion to have staff look into rebranding the logo to include “Greater”</b></p> <p><b>The motion was unanimously approved.</b></p>

<b>7. Approval and allocation of funds for Wilson Alleyway activation</b>	<p>Jennifer explained the project. It's a functional alley where cars drive through but also in the wrong way and it scares the citizens in a near restaurant. The City is now looking at planters and lighting for the Alley. Staff explained the bigger picture. This can be part of a bigger Art project for Glendale and can be done at more locations. The walls and street in the alley can be used for the Art project. Nina explained the draft they made, but that it might be helpful for the artist to have a general theme and timeline and not forget the maintenance of the mural. The city council needs to approve the mural.</p>	<p><b>Helen moved and Nicole second the motion for approval to make a design and for Glendale Arts to make a proposal (RFP). The motion was unanimously approved.</b></p>
<b>8. Other</b>	<p>Helen opened up for any additional discussions</p>	<p><b>No Action Taken</b></p>
<b>9. Next Meeting</b>	<p>Next meeting for the DISI Committee will be on March 27<sup>th</sup>, 2019 at 9:00 am at 100 N Brand Blvd., 6<sup>th</sup> floor conference room, Glendale CA 91203.</p>	<p><b>No Action Taken</b></p>

Minutes taken by Jacqueline Benthem, staff.

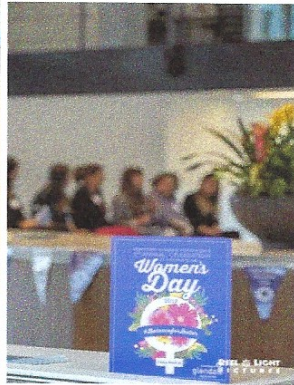
## International Women's Day Recap

On Friday, March 8, 2019, the Downtown Glendale Association, under the leadership of Helen McDonagh, Nicole Dedic, and Jennifer Hiramoto, hosted its inaugural celebration of International Women's Day at CBRE. With over 120 attendees, DGA President Rick Lemmo kicked off the event with a welcome address followed by remarks from local and state elected officials. With JuliAnn Stitick as the Emcee, she did a remarkable job revving up the attendees before the panelist Q & A and breakout sessions began. Starting with a panel discussion moderated by Nicole Dedic, attendees had the opportunity to hear from five prominent women, who represent various industries, speak about their personal experience as a woman in executive positions followed by breakout sessions led by Glendale based women entrepreneurs. Guests were able to network and make life long connections and friendships. This year's theme was #BalanceforBetter, and this was reinforced through the placement of banners on Brand Boulevard. Most importantly, many are hoping for this event to continue next year! Special thanks to Nick Lemmo and the ambassadors for their support on this event.

Nearly \$1,000 was generated in ticket and raffle sales. All proceeds were donated to Ascencia. Cost to host the event was nearly \$2,500. Event was catered by Heritage.

Suggestions for next year include increasing the price, and moving to a larger location.





Press: The Los Angeles Times ran the article below.

## Los Angeles Times

Glendale's first International Women's Day Summit spotlights female entrepreneurs

By LILA SEIDMAN

MAR 12, 2019 | 2:20 PM



Betty Porto, owner of Porto's Bakery & Cafe, second from right, was one of the panelists at the first annual Celebration of International Women's Day, at CBRE in Glendale on Friday, March 8, 2019. From left, moderator Nicole Dedic, Sales Manager at CBRE, Helen McDonagh, Owner of Massage Envy, Elissa Glickman, CEO of Glendale Arts, Miriam Lewis, Senior Vice President at Age of Learning, Betty Porto, Owner of Porto's Bakery & Cafe and Samantha Luu, Employment Branding Specialist at Service Titan. (Raul Roa / Staff Photographer)

An inaugural International Women's Day Summit hosted last Friday by the Downtown Glendale Assn. marked a milestone in an ongoing discussion about gender balance, according to Kendyl Young, one of the event's breakout session leaders.

"Real change doesn't happen overnight. If it did, I'd be suspicious," said Young, an owner of a local real estate brokerage, at CBRE's downtown Glendale office, where the summit was held.

The fact that the city is focusing on female leadership, "will organically create resources, will create networks, will create support, that will eventually bring us to that society that we're hoping to have," she added.

Drawing nearly 120 attendees, the first of what organizers expect to be an annual event included an all-female local-entrepreneur panel discussion followed by smaller group conversations, as well as appearances by local and state elected officials.

Attendee Christine Park, who owns a local State Farm insurance office, said she hoped to find lasting connections.

"It sounds so granola, but I wanted to meet more like-minded, career-minded women and build each other up," said Park, who came across the event on Twitter.

There seemed to be consensus among the panelists that sometimes even a high-powered woman's biggest stumbling block is herself.

Growing up, Samantha Luu, an employment-branding specialist with the start-up firm Service Titan, said she often fell victim to unconscious gender biases.

"I admired all these women, but then I indirectly attributed success to men," she said. "Trying to figure out my identity... I [want to] make sure that I'm not letting that bias get to me and that I am just as good as everybody here."

While Porto's Bakery co-owner and Cuban émigré Betty Porto said her parents instilled in her a sense of confidence, she agreed that sometimes a woman's biggest barrier can be herself.

"So what I try to do as a mother is instill the same thing my parents instilled in me," said Porto, after detailing a hard life under the Cuban Communist regime.

"Because, if you believe in yourself, you might have to knock on the door twice, you might have to kick the door down, but in the end, if you believe in yourself, you can get whatever you want in life," she added.

Another recurring theme during the panel discussion was the importance of a strong work ethic. Helen McDonagh, owner of Massage Envy Glendale, said she was often the first person to arrive and the last person to leave at the tech company where she worked before becoming a business owner. Pointing to an example set by her mother and grandmother, Age of Learning senior vice president Miriam Lewis said she learned early on that "you work for what you want, period. No excuses. If you want it, go get it."

Elissa Glickman, chief executive of Glendale Arts, the organization that manages the Alex Theatre, tailored her advice for those in leadership positions, who are responsible for their employees' growth, as well as their own.

"Think about really where you want to lead [your employees] to and who you want them to be when they come out of this adventure," Glickman said.

While International Women's Day was established about 100 years ago by a socialist group in New York — and is celebrated around the world — it has only recently gained traction in the United States, summit participants pointed out.

According to state Sen. Anthony Portantino (D-La Cañada Flintridge), of the 18 cities he represents, Glendale was the only one that held a Women's Day event.



Buy Tickets at  
[TasteWalkGlendale.com](http://TasteWalkGlendale.com)

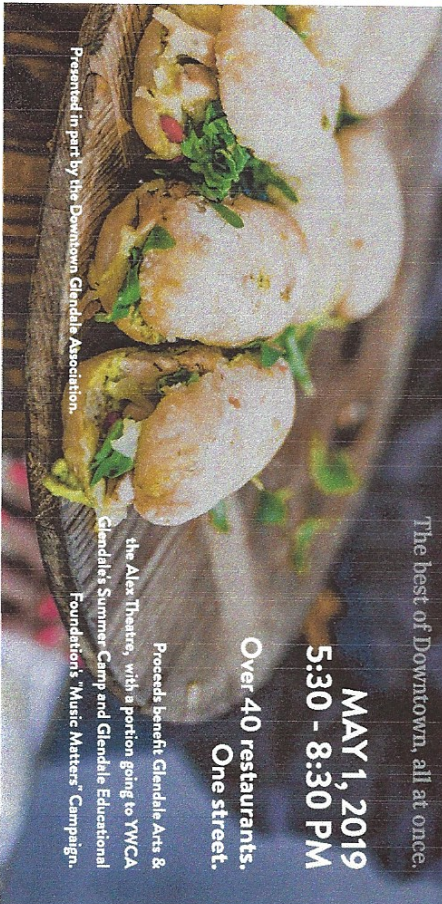
# TASTE WALK GLENDALE

The best of Downtown, all at once.

**MAY 1, 2019**  
**5:30 - 8:30 PM**

**Over 40 restaurants.**  
**One street.**

Proceeds benefit Glendale Arts & the Alex Theatre, with a portion going to YWCA Glendale's Summer Camp and Glendale Educational Foundation's "Music Matters" Campaign.





March 2019

### Downtown Glendale Association Social Media

#### Facebook

*Results from the last 28 days*

- Total Likes:** 9,497
- Post Reach Peak:** 16,246 people reached
- Post Engagement:** 2,119
- Post Occurrence:** 5 per week
- Contests held:** Tickets Giveaways and boosts
  - National Women’s Day
  - The French Connection

#### Twitter

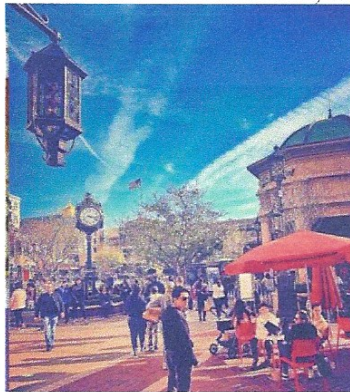
*Results from the last 28 days*

- Total followers:** 994
- Tweet Impressions:** 8,300 times a tweet has been delivered to the Twitter stream of our followers and people who retweet our tweets.
- Daily Impressions/Visits Average:** 283
- Tweet:** 5 times per week (includes retweets)

#### Instagram

*Results from the last 7 days*

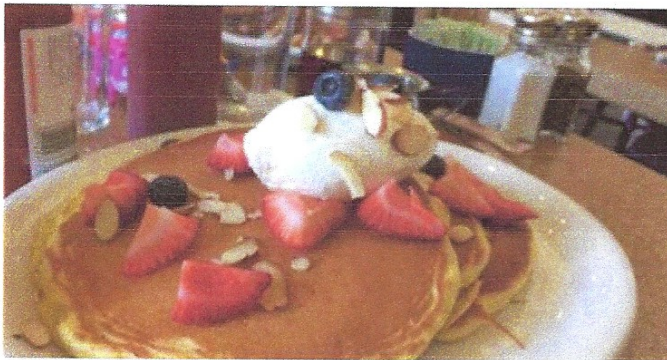
- Total followers:** 1,590 followers
- Posts:** 666, 5-6 times per week (includes reposts from other Instagram users and posting stories)
- Impressions:** 3,664 (total number of times a post has been seen in the past 7 days)
- Reach:** 791
- Demographics:** Peak times followers see our posts is 12 p.m. - 9 p.m. with a dip in the 3 p.m. hour. Most followers are between 25-44 years old. Top locations are Glendale and LA, with 63% being women and 37% being men.





**Downtown Glendale** Published by Emma Alexa [?] · March 12 at 10:23 AM · 🌐

IHOP Celebrates National Pancake Day With Free Short Stacks!! Get them while they are hot!!



LOSANGELES.CBSLOCAL.COM

**IHOP Celebrates National Pancake Day With Free Short Stacks**

**Downtown Glendale** Published by Emma Alexa [?] · March 15 at 4:10 PM · 🌐

FBF to last week when we had our amazing DGA International Women's Day celebration!



greater  
downtown   
glendale  
association



CITY OF GLENDALE, CALIFORNIA

Community Development  
Economic Development Division

633 E. Broadway, Suite 201  
Glendale, CA 91206-4310  
Tel. (818) 548-2005 Fax (818) 409-7239  
glendaleca.gov

February 28, 2019

Dear Business Owner,

This past fall, we contacted you and the other businesses and tenants on your block to ask for your opinion on a proposed improvement project near your business. We asked you to complete a short survey and to provide your feedback regarding the possibility of closing the south entrance of the northbound one-way alley between the 200 block of N. Brand Blvd. and N. Orange St. at W. Wilson Ave. for the purpose of implementing a pilot pocket park project. We are pleased to inform you that the majority of the feedback we received was very positive. Plans are currently underway to close the proposed section of the alley and to transform it into a mini-urban pocket park for passersby to relax and enjoy the outdoors.

PLEASE NOTE: The alley entrance off of Wilson Ave. will be closed to vehicle traffic beginning Tuesday, April 2, 2019 until Monday, July 1, 2019. Vehicles will continue to have access to the alley, however, and may enter through City Parking Lot #15 on N. Orange St. Please see the attached document for further details.

In order to mitigate the impact this closure could have on deliveries to your business, we ask that you please provide us with your peak delivery times by visiting [glendaleca.gov/business-survey](http://glendaleca.gov/business-survey) and answering a few short questions by Friday, March 8, 2019. Thank you in advance for taking the time to respond. If you have any questions about this proposed project, please contact me directly at [JHiramoto@glendaleca.gov](mailto:JHiramoto@glendaleca.gov) or at (818) 548-2005.

Sincerely,

Jennifer Hiramoto  
Principal Economic Development Officer – City of Glendale

