



**Downtown Glendale Association**  
**District Identity and Streetscape Improvements (DISI) Committee**  
**Wednesday, May 22<sup>nd</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 March 27<sup>th</sup>, 2019 Minutes Action Item
4. Review of FY19 budget
5. Update on Activities -
  - Taste Walk Glendale wrap up and next year
  - Brokers Reception wrap up
  - Cruise Night
  - Glendale Open Arts and Music Festival
  - Tech Week
  - Jingle Bell Run
6. Update on Services -
  - Social Media / Public Relations
  - Website / Mobile Application
7. Update on Wilson Alley Mural Project
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*

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

---

**100 N. Brand Boulevard • Suite 508 • Glendale, CA 91203**  
**818.476.0121 • Info@DowntownGlendale.com**  
**www.DowntownGlendale.com • Facebook & Twitter: DWTNGlendale • #DWTNGlendale**

*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 Jacqueline Benthem at 818 476-0120 x 420 at least 48 hours prior to the meeting*



**District Identity/Marketing**  
**Wednesday, March 27th, 2019 – 11:00 a.m.**  
**100 N Brand Blvd, 6<sup>th</sup> Floor Conference Room, Glendale, CA 91203**  
**www.downtownglendale.com**

**Present:** Helen McDonagh, Joe Stitick, Randy Stevenson, Nina Crowe, Lisa Yeghiayan, and Karla Alba

**Guest:** Gabrielle Goglia,

**Staff:** Marco Li Mandri, Nick Lemmo, Emma Frawley, and 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 11:00 am.	<b>No Action Taken</b>
<b>2. Public Comments and Announcements</b>	Helen opened the floor for public comment and announcements: Nina announced that the Alex theater had a good first quarter. She also talked about the upcoming events.	<b>No Action Taken</b>
<b>3. Review of January 23<sup>rd</sup>, 2019 Minutes</b>	DISI Committee reviewed the minutes from January 23rd, 2019.	<b>Joe moved and Helen seconded the approval of the January 23rd, 2019 minutes. The minutes were approved unanimously.</b>

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

100 N. Brand Boulevard • Suite 508 • Glendale, CA 91203  
818.476.0121 • Info@DowntownGlendale.com  
www.DowntownGlendale.com • Facebook & Twitter: DWTNGlendale • #DWTNGlendale

<p><b>4. Review of FY19 budget for DISI/Marketing</b></p>	<p>Staff went over the DISI Budget for FY 2019. Seasonal Displays is slightly over budget because of the cost of flowers. Discussion followed.</p>	<p><b>No Action Taken</b></p>
<p><b>5. Update on DISI activities</b></p>	<p>Helen went over a number of activities from the Committee:</p> <ul style="list-style-type: none"> <li>a. International Women's Day/wrap up and next year. It was a great event and received lots of positive feedback. Next year a larger location would be beneficial. Event will get a line item on next years budget.</li> <li>b. Taste Walk Glendale is planned for May 1<sup>st</sup>. Nina gave an update. VIP location will be Pirch and sponsored by DGA. Banners will be switched from IWD to TWG the beginning of April.</li> <li>c. Cruise Night, Gabrielle from the City of Glendale gave an update. Event is planned for July 20<sup>th</sup>.</li> <li>d. Social Media / Public Relations: Mustang Marketing sent a detailed report that was reviewed. Emma explained the report. February was a little low but the upcoming events will boost it again.</li> <li>f. Spring Displays, Staff gave an update and provided a map with all the locations where the spring displays are set up.</li> <li>g. Tech Week will be in September. More info will follow</li> </ul>	<p><b>No Action Taken</b></p>
<p><b>6. Logo rebrand including "Greater"</b></p>	<p>Staff showed the new logo featuring Greater. SOBO committee discussed rebranding and Staff will make a list with what needs to be changed and a budget with the cost to rebrand everything.</p>	<p><b>No Action Taken</b></p>
<p><b>7. Update on Mural project Wilson Alleyway/Place making Task Force Meeting</b></p>	<p>Staff gave an update on The Wilson Alleyway project, it is the 1<sup>st</sup> pilot project the City is doing with DGA. The Alleyway will be closed starting April 2<sup>nd</sup>. Discussion followed.</p>	<p><b>No Action Taken</b></p>

<b>8. Other</b>	Helen opened up for any additional discussions. Helen talked with Jennifer about an upcoming event that is planned for May 9 <sup>th</sup> . It will be a business attraction event. More info will follow from Jennifer.	<b>No Action Taken</b>
<b>9. Next Meeting</b>	Next meeting for the DISI Committee will be on May 22nd, 2019 at 11:00 am at 100 N Brand Blvd., 6 <sup>th</sup> floor conference room, Glendale CA 91203.	<b>No Action Taken</b>

Minutes taken by Jacqueline Benthem, staff.

Downtown Glendale Association

2019 DISI DRAFT Budget

12/01/18 - 5/15/2019

DISI

	Spent		Projected YTD	% of Spent	Total	% Annual
	May	Actual YTD Spent		YTD Budget	Annual Budget	Total Budget
Business Attraction			2,500.00	0.00%	5,000.00	0.34%
Advertising	30.00	3,303.24	4,250.00	38.86%	8,500.00	0.58%
Annual Report		534.65	600.00	44.55%	1,200.00	0.08%
Banners	999.00	11,852.85	10,000.00	59.26%	20,000.00	1.37%
Glendale Arts Grant		8,750.00	17,500.00	25.00%	35,000.00	2.39%
Mobile App		750.00	1,750.00	21.43%	3,500.00	0.24%
Public Relations	3,000.00	18,000.00	21,000.00	42.86%	42,000.00	2.87%
Rent, Parking, Utilities	1,432.60	7,524.10	11,500.00	32.71%	23,000.00	1.57%
Seasonal Displays		27,689.65	37,500.00	36.92%	75,000.00	5.13%
Special Events	1,585.77	9,869.89	8,500.00	58.06%	17,000.00	1.16%
Chamber of Commerce		2,500.00	2,500.00	50.00%	5,000.00	0.34%
City Events	10,000.00	10,000.00	10,000.00	100.00%	10,000.00	0.68%
Jingle Bell Run		10,000.00	10,000.00	100.00%	10,000.00	0.68%
Taste of DT Glendale		5,000.00	5,000.00	100.00%	5,000.00	0.34%
Special Projects	677.89	1,938.50	4,250.00	22.81%	8,500.00	0.58%
Videos		455.00	550.00	41.36%	1,100.00	0.08%
Website		1,500.00	3,000.00	25.00%	6,000.00	0.41%
<b>Total DISI</b>	<b>17,725.26</b>	<b>119,667.88</b>	<b>150,400.00</b>	<b>43.39%</b>	<b>275,800.00</b>	<b>18.87%</b>

# TASTE WALK GLENDALE

The best of Downtown, all at once.

## 2019 Event Dashboard

- Event Attendance: 1,179
- VIP Attendance: 313 (target 250)
- Ticket sales: \$26,313.08
- Sponsorship: \$33,942
- Expenses: \$16,023
- Number of staff: 28
- Number of volunteers: 47
- Total restaurants: 47
- Bands: 6
- Beer/Wine Stops: 10

## 2019 Event Attendees

### Geographic location

- Glendale: 50%
- Los Angeles: 15%
- Alhambra: 8%
- Burbank, La Crescenta, Asuza: 7%
- Other: 20%

### Event enjoyment

- 82% of attendees said they are likely to attend the event again

### Age

- 39% age 25-34
- 28% age 35-44
- 16% age 45-54
- 6% age 18-24 and 55-64

### Demographics

- 54% Female
- 46% Male



**SUBJECT: CITY UPDATE**

**TO: DOWNTOWN GLENDALE ASSOCIATION'S (DGA) – DISI COMMITTEE**

**FROM: JENNIFER HIRAMOTO, DGA BOARD MEMBER**  
*DEPUTY DIRECTOR – ECONOMIC DEVELOPMENT, CITY OF GLENDALE*

The City of Glendale and Downtown Glendale Association continue to collaborate as both organizations strive toward improving the quality of life and vibrancy in downtown Glendale. Please find the update below on City projects that may be of interest to the DGA Board of Directors:

**A. NEW AND UPCOMING BUSINESSES (IN ORDER OF OPENING DATES)**

- Panda Inn – Now Open!
- Chess Park Tavern, 229 N. Brand Avenue – Now Open!
- Escape the Room LA, 3223 Glendale Galleria – Now Open!
- Picktrace, 209-211 N. Brand – Bay Area tech firm moved to the top floors of the space.
- Bea Bea's, 313 W. California – Coming Soon, Possibly June.
- Mumford Brewery, 300 N. Central Avenue – Coming Soon!
- Closed: Cauldron and Famochil.

**B. ARTS & ENTERTAINMENT RFP**

Over the past month, the city's consultant, Studio One Eleven, who has been hired by the Glendale City Council to redesign the Arts and Entertainment District, has been performing stakeholder outreach to get feedback on the redesign. DGA participated in this outreach effort. Preliminary design ideas based off the stakeholder interviews will be presented to City Council on June 4.

**C. CITY EVENTS IN DOWNTOWN GLENDALE**

- Cruise Night is scheduled for July 20, 2019. The City appreciates DGA's sponsorship!
- Tech Week – Save the date for the 4th Annual Glendale Tech Week: September 14 to 21.
- Art Walk – The Arts & Culture Commission, Glendale Arts and Economic Development are partnering to host a pilot Art Walk on Wednesday, Oct. 2. Almost all stops are in downtown Glendale.

**D. Brokers Reception**

On Thursday, May 8, 2019, the City of Glendale's Economic Development Division hosted "Glendale's Broker Reception" at Eden on Brand. Drinks were sponsored by the Downtown Glendale Association.

With over 60 attendees, speakers included Mayor Ara Najarian, City Manager Yasmin Beers, and representatives from the Community Development Department. Project updates included recent changes to the Downtown Specific Plan, new hotel development such as Hotel Louise, and Starwood Aloft, as well as the need to continue efforts to fill up Class A office space on Brand Blvd.

Project goals for the next fiscal year will be on attracting more nightlife. A recent survey conducted by the Economic Development Division found that 55% of respondents prefer the social scene in Glendale over other cities due to its central location, restaurant variety, shopping options, its walkability and would like to see more bars, breweries, restaurants, museums and galleries.

Photos on next page>





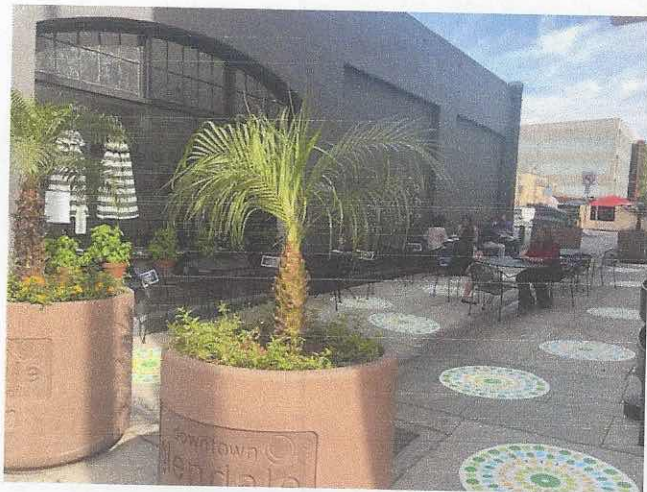
*Randy Stevenson, Stevenson Real Estate*  
*Yasmin Beers, City Manager*  
*Rick Lemmo, Downtown Glendale Association*



*City of Glendale Mayor, Ara Najarian*

**E. PLACEMAKING PROJECT**

The City and DGA partnered on a pilot parklet project at 115 W. Wilson. The pilot is scheduled to extend through July. If successful, than more permanent improvements will be considered. Special thanks to Nick Lemmo for his continued support and partnership. DGA supplied tables, chairs, umbrellas, plants, planters and labor.





# OPEN ARTS & MUSIC FESTIVAL

**Music | Art | Kids Activities |  
Public Art | Craft Beer Garden**

**Saturday, September 14  
3 - 10pm**

Downtown Glendale  
In front of the Alex Theatre

Presented by





May 2019

### Downtown Glendale Association Social Media

#### Facebook

Results from the last 28 days

- Total Likes:** 9,524
- Post Reach Peak:** 11,543 people reached
- Post Engagement:** 2,686
- Post Occurrence:** 5 per week
- Contests held:** Tickets Giveaways and boosts
  - Taste Walk (5 contest)
  - Best of the Gay Man's Chorus

#### Twitter

Results from the last 28 days

- Total followers:** 1,016
- Tweet Impressions:** 7,100 times a tweet has been delivered to the Twitter stream of our followers and people who retweet our tweets.
- Daily Impressions/Visits Average:** 260
- Tweet:** 5 times per week (includes retweets)

#### Instagram

Results from the last 7 days

- Total followers:** 1,627 followers
- Posts:** 696, 5-6 times per week (includes reposts from other Instagram users and posting stories)
- Impressions:** 3,629 (total number of times a post has been seen in the past 7 days)
- Reach:** 857
- Demographics:** Peak times followers see our posts is 12 p.m. - 9 p.m. Most followers are between 25-44 years old. Top locations are Glendale and LA, with 63% being women and 37% being men.





Downtown Glendale @DWTNGlendale · May 7

Happy #TeacherAppreciationDay Check out where teachers can get free food and discounts for Teacher Appreciation Week May 6-10 #dtglendale #chooseglendale #myglendale #meetmeonbrand usatoday.com/story/money/fo... via @usatoday



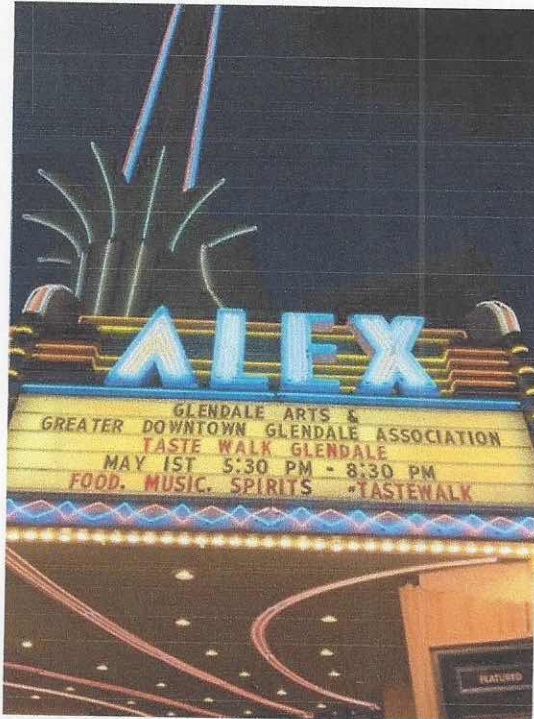
Where teachers can get free food and discounts for Teacher Appreci... Teacher Appreciation Day is over but Teacher Appreciation Week continues. Buffalo Wild Wings, Sonic, Del Taco and others have freebies and deals. usatoday.com

1 4



Downtown Glendale

Published by Emma Alexa [91] · May 1 at 7:58 PM ·



1,288 People Reached

121 Engagements

Boost Post

Anthony Huynh, Vegen Badalian and 60 others 3 Comments 4 Shares



## Downtown Glendale

Website & Mobile App Report  
May 2019

### Website & Mobile App Tasks

- Revamped website for the new Greater Downtown Glendale Association branding.
- Added new events to the Events Calendar on web and mobile.
- Added new articles to the Press section on web and mobile.
- Added new reports for Board and Committee meetings on web.
- Upgrade WordPress theme to major new release for website.
- Upgraded WordPress software and plugins for website.

