



Rick Lemmo,  
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*Secretary*  
 Brent Gardner  
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**Downtown Glendale Association**  
**District Identity/Marketing**  
**Tuesday, May 22<sup>nd</sup>, 2018 – 10:30 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, Karla Alba, Nicole Dedic, Elissa Glickman

**Staff:** Marco Li Mandri, Nick Lemmo, Ryan Huffman, & Emma Frawley

**MINUTES:**

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
<b>1. Introductions</b>	Helen McDonagh called the meeting to order at 10:30 am.	<b>No Action Taken</b>
<b>2. Public Comments and Announcements</b>	Helen opened the floor to public comment and announcements: <ul style="list-style-type: none"> <li>a. Nicole announced she would like to expand on Social Media and would meet with Emma to discuss options</li> <li>b. Elissa announced that the Alex would do Summer series in the Courtyard on Wednesdays in July and August.</li> </ul>	<b>No Action Taken</b>
<b>3. Review of January 23<sup>rd</sup>, 2018 Minutes</b>	DISI Committee reviewed the minutes from January 23 <sup>rd</sup> , 2018.	<b>Elissa moved and Nicole seconded the approval of the January 23<sup>rd</sup>, 2018 minutes. The minutes were approved unanimously.</b>
<b>4. Review of budget YTD for DISI/Marketing</b>	Staff went over the DISI Budget for FY 2018.	<b>No Action Taken</b>

<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. Taste Walk Glendale: Sold 950 tickets, Ambassadors were very valuable, and if anyone has feedback they can email Elissa directly.</li> <li>b. Cruise Night: It's scheduled for July 21<sup>st</sup>, from 5:30pm-10:30pm and is the 25<sup>th</sup> anniversary. Staff will design buttons to be made and given out during cruise night.</li> <li>c. Summer of Soccer: The DGA will assist the city in World Cup viewing parties at the Maryland Paseo on June 23<sup>rd</sup> and July 7<sup>th</sup> at 10:30am. The City purchased a huge TV Screen and the DGA will pass out popcorn bags.</li> <li>d. Tech Week: September 15<sup>th</sup> – 21<sup>st</sup> has been scheduled for Tech Week. Staff will join the planning meetings.</li> <li>e. Social Media / Public Relations: Emma from Mustang Marketing reviewed a detailed report.</li> <li>f. Website Report: Staff gave an update on the website.</li> </ul> <p>Discussion followed on all activities and reports.</p>	<p><b>No Action Taken</b></p>
<p><b>6. Other</b></p>	<p>Emma announced that she would like to use Snap Chat Filters at Cruise Night and possibly tie in the Cruise night pin to a geo-filter.</p>	<p><b>No Action Taken</b></p>
<p><b>6. Next Meeting</b></p>	<p>Next meeting for the DISI Committee will be on July 24<sup>th</sup>, at 10:30am 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 Ryan Huffman, staff.