



Rick Lemmo,  
*President*  
 Raul Porto,  
*Vice President*  
 Helen McDonagh,  
*Treasurer*  
 Joe Stitick,  
*Secretary*  
 Dennis De Pietro  
 Carol Jacobs  
 Phil Lanzafame

**Downtown Glendale Association  
 Marketing Committee Meeting  
 Thursday, April 3<sup>rd</sup>, 2014 – 2:00pm  
 100 N Brand Blvd Cowork 100 Basement Glendale, CA 91203  
 www.downtownglendale.com**

**Present:** Helen McDonagh/ Massage Envy, Jill Vansant/Americana at Brand, Nina Crow/Glendale Arts

**Staff:** Marco Li Mandri, Nick Lemmo, Lilya Avagyan, Tim Gallagher, Shant Sahakian

**Guests:** Darlene Sanchez/City of Glendale, John Hande/Glendale Healthy Kids

**MINUTES**

<i>Item</i>	<i>Discussion</i>	<i>Action taken?</i>
<b>1. Introductions</b>	Committee Chair Helen McDonagh called the meeting to order at 10:30p.m.  All present introduced themselves.	<b>No Action Taken</b>
<b>2. Approval of January 29<sup>th</sup>, 2014 Marketing Committee Meeting Minutes</b>	Committee reviewed the minutes.	<b>The minutes of the Jan. 29<sup>th</sup> meeting were approved by consensus</b>
<b>3. Review of budget for YTD Fiscal Year</b>	Marco Li Mandri reported on YTD Fiscal Year Budget.	<b>No Action Taken</b>
<b>4. Update on projects</b>	<b>a. Special Events for the year</b> - Helen McDonagh announced that	<b>No Action Taken</b>

	<p>Taste of Downtown Glendale will take place on April 30<sup>th</sup>. It's a benefit event held by Glendale Healthy Kids Organization that provides health serves to kids that don't have health insurance.</p> <ul style="list-style-type: none"><li>- Glendale Pops Orchestra will perform at Alex Theater on April 12 and Downtown Glendale is a major sponsor of that event.</li><li>- John Hande added that about 50 restaurants are involved in Taste of Downtown Glendale event this year.</li></ul> <p><b>b. Alex Theater Update</b></p> <ul style="list-style-type: none"><li>- Alex Theater is planning a signature event, Street Festival, for the Arts and Culture Commission. The date has not been set yet, but it will happen in May.</li></ul> <p><b>c. Tim Gallagher Report</b></p> <ul style="list-style-type: none"><li>- Tim Gallagher reported on Downtown Market Marketing progress. Newsletter, Bus Banners, Spotlight Magazine by Glendale Chamber of Commerce, are our current marketing platforms.</li></ul> <p><b>d. Signage into District, pedestrian wayfinding</b></p> <ul style="list-style-type: none"><li>- Members discussed cases when some pedestrians were violating the traffic laws.</li></ul> <p><b>e. Update on Hospital Foundation</b></p> <ul style="list-style-type: none"><li>- DGA's involvement with above stated project had been postponed until next year.</li></ul> <p><b>f. App Update</b></p> <ul style="list-style-type: none"><li>- Shant Sahakian reported that the submission process of the App had</li></ul>	
--	---	--

	<p>officially began. In about 2 weeks it will be in stores, and by the end of the month will be ready to promote.</p> <p><b>g. Website Update</b></p> <ul style="list-style-type: none"> <li>- Shant Sahakian updated on few changes on the website: Latest News, Events, and Business Directory is being featured on the Home Page.</li> </ul> <p><b>h. Video Project Update</b></p> <ul style="list-style-type: none"> <li>- Marco Li Mandri said that a Short Film featuring Downtown Glendale would be a great project. Members decided to find out more information on how much the project will cost.</li> </ul> <p><b>i. Master Calendar</b></p> <ul style="list-style-type: none"> <li>- Members discussed few updates on Master Calendar.</li> <li>- Michael Yeghiayan from Crescenta Valley Weekly offered to send major events' information for calendar updates.</li> </ul>	
<p><b>5. Next Meeting</b></p>	<p>Next meeting for the Marketing Committee will be held on May 8<sup>th</sup> at 1:30pm at 100 North Brand Blvd., Cowork Basement, Glendale CA 91203</p>	<p><b>No Action Taken</b></p>

**Minutes taken by Lilya Avagyan, and Marco Li Mandri, staff.**