



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, July 10, 2014 – 10:00am  
 100 N Brand Blvd Cowork 100 Basement Glendale, CA 91203  
 www.downtownglendale.com**

**Present:** Helen McDonagh/ Massage Envy, Jill Vansant/Americana at Brand, Sharon Garrett/ City of Glendale, Dan Bell/City of Glendale, Elissa Glickman/Glendale arts, Christina Rojas/Glendale Galleria

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

**Guests:** Erika Kampe/Go Glendale, Anna Maria White/Love Ride, Lisa Yeghiayan/Crescenta Valley

**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 10:00am  All present introduced themselves.	
<b>2. Public Comments and Announcements</b>	None	
<b>3. Review of budget for YTD Fiscal Year</b>	Committee members reviewed the Budget and expenses	<b>No Action Taken</b>
<b>4. Update on projects</b>	<b>a. Fall Displays – view of concept pictures</b> - Marco presented the project of	

	<p>having Displays in Downtown Glendale similar to Little Italy in San Diego. Committee members viewed the examples. Staff would like to implement a Fall and Holiday display and strategic corners this year. The funds to pay for this are already in the Marketing Committee budget.</p> <p><b>b. Tim Gallagher Report</b></p> <ul style="list-style-type: none"> <li>- Tim Gallagher announced the upcoming events that DGA will be participating:             <ol style="list-style-type: none"> <li>1. Alex Theatre Expo</li> <li>2. Cruise Night 2014</li> </ol> </li> </ul> <p><b>c. C3 status gained</b></p> <ul style="list-style-type: none"> <li>- Lilya Avagyan announced that DGA was granted a non-profit status, and congratulated the members.</li> </ul> <p><b>d. Website Update</b></p> <ul style="list-style-type: none"> <li>- Shant Sahakian updated on few changes, such as:             <ol style="list-style-type: none"> <li>1. Business Directory – every business listed on the directory has its’ own page now,</li> <li>2. Real estate section was added to the website, and Sedna Solution is working on its development</li> </ol> </li> </ul> <p><b>e. Video Project Update</b></p> <ul style="list-style-type: none"> <li>- Lilya Avagyan presented the proposals and quotes from 3 different companies that showed interest in helping to create promotional videos on Downtown Glendale.</li> <li>- Rick Lemmo suggested to look into having a higher quality production.</li> </ul> <p><b>f. Love Ride 2014</b></p> <ul style="list-style-type: none"> <li>- Anna Maria White announced that</li> </ul>	<p><b>e. Rick Lemmo moved and Helen McDonagh seconded to postpone the decision making until they review the materials. The motion was approved</b></p> <p><b>f. No action was</b></p>
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	<p>it is Love Ride’s 31<sup>st</sup> anniversary this year. She presented the program details for this year. Committee members asked questions and gave their input.</p> <p><b>g. Cruise Night Staff</b></p> <ul style="list-style-type: none"> <li>- Tim Gallagher and Lilya Avagyan will be coordinating the DGA Booth. Ambassadors are scheduled to work that day as well.</li> </ul> <p><b>h. Downtown Glendale Market</b></p> <ul style="list-style-type: none"> <li>- Rick Lemmo updated on Downtown Market Branding and Marketing issues and potential changes.</li> </ul>	<p><b>taken on the Love Ride for 2014, not enough time and it has not been budgeted</b></p>
<p><b>5. New Members for Marketing Committee</b></p>	<p>Downtown Glendale Businesses need more representation at the Marketing Committee, especially new businesses, and committee members discussed inviting more people to the meetings.</p>	
<p><b>6. Other</b></p>	<p>Elissa Glickman thanked DGA for being the major sponsor of Glendale Arts Events that takes place at Alex Theater. She, also, announced that they have recently signed a contract with McCoy Rigby to produce a three show run of Billy Elliot. According to Elissa they would not be able to host such major events without DGA support.</p>	
<p><b>7. Next Meeting</b></p>	<p>Next meeting for the Marketing Committee will be held on September 11<sup>h</sup> at 10:00am 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.**