



**Downtown Downey Improvement Association
District Identity and Streetscape Improvements
(DISI Committee)**

Thursday, April 18th, 2019, 3:00 p.m.

Embassy Suites Hotel – TBD

Functions of the District Identity Committee:

- Projects would include those that market and promote the Downtown Downey District or promote positive aspects of Downtown Downey.
- Those issues may include:
 - a. branding of the district,
 - b. Hiring and monitoring of a PR Firm including public relations/social media/facebook/twitter
 - c. Development of a new logo,
 - d. Review of the Farmers Market and other special events
 - e. Website development and maintenance,
 - f. Banner program,
 - g. Holiday decorations,
 - h. New public spaces projects, improvements to public spaces in the district
 - i. District walking maps, brochures, etc.

AGENDA

- 1. Call to Order & Introductions: Co-Chairs Maurice Casaus, Alexa Suarez**
- 2. Review of March 20th, 2019 meeting minutes**
- 3. Overview of tasks: RFPs issued: Marco**
 - a. RFP for Web site – review, recommendation to Board **Action Item**
 - b. RFP for Social media/PR, (postponed until branding work is done)



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- c. Proposal for branding **Action Item**
- 4. Report on Dia de los Muertos, decision to bid **Action Item**
- 5. Other
- 6. Next District Identity 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 City Hall and the meeting location designated for the Board meeting. 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 Monica Montes at 888 356-2726 at least 48 hours prior to the meeting. For more information on the upcoming Interim Board of Directors meeting, please call Monica Montes at 888 356-2726.



**Downtown Downey Improvement Association (CBD)
District Identity and Streetscape Improvement Meeting (DISI)
Wednesday, March 20th, 2019, 3:00 p.m.
Embassy Ste. Hotel**

Present: Jessica Flores, Jorge Villa, Maurice Casaus, Maurice Patterson, Alicia Barrera, Mario Trujillo,

Absent: Alexis Suarez,

Staff: Marco Li Mandri

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions	Maurice Casaus welcomed everyone to the meeting of the District Identity Committee of the DDIA at 3:05 p.m.	No action taken
2. Review of February 7th DISI Committee minutes	The minutes were reviewed	Jorge moved and Maurice C. seconded the adoption of the minutes. The motion was approved unanimously
3. Overview of tasks a. RFP for web site	<i>a. Web site PR.</i> Marco reported that he and Monica in his office had sent out a drop box of all of the web sites responses to the RFP they had received. There were well over 10. He	a. No action taken

<p>b. RFP for PR</p> <p>c. Responses for branding proposals</p>	<p>will have them put on a grid and present them to the Board.</p> <p>b. An RFP for Public Relations/Social Media is in the process of being posted. This will go out once the branding and logo work has been completed.</p> <p>c. The Committee received a response for branding and web site creation from Braven, a local company based in Long Beach. Mario had used them previously and asked them to submit a proposal for branding/logo production not to exceed \$5,000 by the end of February deadline. The web site must be up soon to post the minutes and activities of the corporation.</p> <p>After discussion Marco stated he would ask Braven to come back with a reduced price if they received both the web site development and branding/logo contract. Everyone agreed this was a good idea.</p> <p>Maurice C. asked if he could still solicit proposal for the joint work. The Committee agreed it would continue to receive proposals up to the Board meeting.</p>	<p>b. No action taken</p> <p>c. No action taken</p>
<p>3. Update from the City on contracts</p>	<p>Jessica reiterated the contracts that the City has with outside vendors and City departments. As reported from the last meeting, they include:</p> <p>a. Summer Parking structure events at \$25,000 each, not including security. The Sir Optimists handle the alcohol at these events. Around 1500 people attend each of these events;</p> <p>b. Food festival, \$70,000, early evening with musicians. Currently operated by Park and Rec;</p>	<p>No action taken</p>

	<p>c. Dia de los Muertos, \$80,000 with around 30,000 people in attendance, operated by Park and Rec.</p> <p>d. Downtown July 4th and Christmas decorations, around \$20,000 per year;</p> <p>e. 9/11 Tribute, around \$700.00 in a ceremony at the Civic Center;</p> <p>f. Veterans Day Ceremony, around \$1,000.</p> <p>Jessica will make sure in talking with Aldo that the DDIA can bid on these events for FY 19. Marco will bring it up to the Board to get authorization to have the DDIA bid on some of these events. Discussion followed.</p> <p>After discussion, it was agreed that we should only bid on Dia del Los Muertos for the coming year, due to its impact and budget. Jessica will get the Park and Rec Head to come and talk to the group about what managing the event entails. Discussion followed.</p>	
<p>Next Meeting</p>	<p>The next meeting of the DISI Committee will be held on Thursday, April 18th at 3:00 p.m. at the Embassy Stes. Hotel</p>	

Minutes taken by Marco Li Mandri, Administrator