



**Downtown Downey Improvement Association
District Identity and Streetscape Improvements
Tuesday, May 21st , 2019, 2:00 p.m.
City Hall, Community Development Room, 1st Floor**

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, Alexis Suarez**
2. **Review of May 7th 2019 meeting minutes**
3. **Review of BigPie Contract work on Logo and design – Joshua June**
4. **Next District Identity Meeting: _____**

BROWN ACT:



Corporate Office ■ 710 W. Ivy Street ■ San Diego, CA 92101 ■ 888-356-2726 ■ 619-233-5009 ■ Fax 619-239-7105

San Francisco Bay Area Office ■ 954 Lee Avenue, ■ San Leandro, CA 94577

New England Office: 42 Pearl Street ■ New Bedford, MA ■ 02745

mail@newcityamerica.com ■ www.newcityamerica.com ■ Facebook: New City America, Inc.

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)
Tuesday, May 7th, 2019, 2:00 p.m.
Embassy Ste. Hotel**

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

Absent: Alexis Suarez, Maurice Casaus

Staff: Marco Li Mandri

Guest: Joshua June, BigPie TV

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions	The meeting was called to order by the Marco Li Mandri	No action taken
2. Review of April 18th, 2019 DISI Committee minutes	The minutes were reviewed	The April 18th, 2019 DISI Committee minutes were approved by consensus
3. Review of BigPie TV Contract tasks: a. branding	<i>a. Branding.</i> Marco had Joshua introduce himself as the selected contractor for the combined Branding/Web site production for the DDIA. The notes and results of the discussion are as	Actions taken as listed



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<p>b. Web site production</p>	<p>follows: The entire process of finalizing the logo and brand for Downtown Downey will take 6 – 8 weeks. Ideas for the branding discussed by the Committee included:</p> <p>Branding Downtown by name: Final choices were: -Downtowney -Downey Live -Downey Walk -Central Downey Joshua and his team will play with those concept include font and design.</p> <p>Colors: The Committee liked the City’s colors, but more sky blue and less orange</p> <p>Symbols of Downtown: Some figure or icon that reflected the arts and walking in Downtown</p> <p>Tagline: “Live, Discover”</p> <p>Joshua thought it would take his staff around 2 ½ weeks to come back with concepts listed above.</p> <p>Website: Once we had the branding part put away and approved by the Board, Joshua’s team would take around 6 weeks to develop the website. Examples of websites were reviewed by the Committee</p>	<p>c. No action taken</p>
<p>Next Meeting</p>	<p>The next meeting of the DISI Committee was set for Tuesday, May 21st, 2019 at 2:00 p.m. at City Hall, 1st floor Community Development Room because we might need AV equipment.</p>	

Minutes taken by Marco Li Mandri, Administrator