



**Downtown Downey Improvement Association
District Identity (DISI Committee)
Tuesday, January 21st, 2020 - 10:00 a.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. Overview of tasks:**
 - a. Toys soldiers in Downtown, feedback, need for storage
 - b. Priorities for the year – review of budget
- 3. Web site status, web site maintenance**
- 4. Review of Public Relations/Social Media responses, recommendations to the Board of Directors** **Action Item**
- 5. 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.