



District Identity and Placemaking Committee – Meeting #54

**Thursday, May 8th, 2025 at 10:00 a.m.
425 N. Euclid Ave Ontario, CA 91762**

District Identity and Placemaking:

Examples of this category of special benefit services and cost may include, but is not limited to:

- Web site development and updating
- Management and coordination of special events
- Social Media
- Public relations firm
- Holiday and seasonal decorations
- Branding of the Downtown Ontario CBD properties so a positive image is promoted to the public
- Banner programs
- Public Art displays
- Logo development
- Public space design and improvements

Public comments, limited to 250 words or less, can only be submitted via email at director@downtownontario.org and will be read into the record, limited to 3 minutes per comment. Some comments may not be read due to time limitations.

AGENDA

1. Call to Order and Roll Call - Committee Chair Jerry Rowley
2. Additions or Deletions to the Agenda
3. General Public Comment - Any member of the public may address the District Identity Committee on any matter not on the agenda that is within the subject matter jurisdiction of the Committee. To make a comment on a specific agenda item, please submit your comments via email by 8:00 a.m. on the day of the District Identity Committee meeting. Comments should be limited to 250 words or less. Your comments will be placed into the record at the meeting. Efforts will be made to read the comments into the record, but some comments may not be read due to time limitations.
4. **Approval of the meeting minutes for the DISI Committee Meeting held on April 10th, 2025.** **Action Item**
5. **Social Media Report for April 2025** **Receive and File Item**
6. **Monthly Social Media Objectives and Goals** **Discussion Item**

**Downtown Ontario Improvement Association
425 N. Euclid Ave, Ontario, CA, 91762 | (909) 706-7877**

- 7. **GoCal Visitors Guide Ad**
- 8. **DTO Night Market Themes**

Action Item
Discussion Item

- 9. Next DISI Committee Meeting: June 12th, 2025, 10:00am located at 425 N. Euclid Ave Ontario, CA 91762

This agenda contains a brief description of each item of business to be considered at the meeting. In accordance with the Ralph M. Brown Act, this meeting agenda is posted at least 72 hours prior to the regularly scheduled meeting at the DOIA Office located at 425 N. Euclid Avenue, Ontario, California, 91762.

If you challenge any decision regarding any of the above proposal in court, you may be limited to raising only those issues you or someone else raised during the public testimony period regarding that proposal or in written correspondence delivered to the District Identity Committee at, or prior to, the public hearing.

It is the intention of DOIA to comply with the Americans with Disabilities Act (ADA). If you require special assistance, DOIA will attempt to accommodate you in every reasonable manner. Please contact Ismael Arias at (909) 706-7877 at least 48 hours prior to the meeting to inform us of your particular needs.