



Rick Lemmo,  
President  
Raul Porto,  
Vice President  
Helen McDonagh,  
Treasurer  
Joe Stitick,  
Secretary  
Dennis De Pietro  
Carol Jacobs  
Phil Lanzafame

**Downtown Glendale Association  
Board of Directors Meeting  
Tuesday, March 10<sup>th</sup>, 2015 – 10:00am  
100 N Brand Blvd Cowork 100 Basement Glendale, CA 91203  
[www.downtownglendale.com](http://www.downtownglendale.com)**

**Present:** Rick Lemmo/ Caruso Affiliated, Joe Stitick/ Investment Property Services, Helen McDonagh/ Massage Envy, Phil Lanzafame/ City of Glendale, Dennis De Pietro/ F. De Pietro & Sons, Raul Porto/Porto's Bakery,

**Staff:** Marco Li Mandri, Nick Lemmo, Shant Sahakian, Tim Gallagher

**Guests:**

**CLOSED SESSION MINUTES, HELD AT 9:45:**

Closed session items for consideration:

**1. *Contractual agreement with Raw Inspirations, Farmers Market Operators:***

The Board reviewed the revised agreement between Raw Inspirations, the President and DGA staff for consideration of adoption. Dennis moved and Helen seconded that the DGA approve the contract for a one year period, based upon the contents agreement presented. The Board approved the motion unanimously.

**2. *Contractual agreement with New City America to increase on site staff to full time and fund from existing Marketing agreement.***

Staff articulated the need to perform more marketing and promotional tasks in-house and this would require an amendment to the current New City America administrative contract to provide for this full time administrative staffing. The current contract would continue to provide financial reporting, design work and the current level of office staffing, however marketing of events and the Farmers Market would be brought in-house. Helen moved and Dennis seconded that the New City America contract be supplemented and increased from \$108,000 to \$133,000 for the balance of this fiscal year to fund the full time position that we

would solicit for. The new full time position would become effective as of April 1<sup>st</sup> and would be funded from a reduction in the current marketing contract for this fiscal year (\$ 12,000) and from the unallocated line item in the budget (\$13,000). The motion was approved unanimously.

3. **Contractual agreement with maintenance service provider, status of improvements from last meeting.** Rick and Nick gave an update on the performance of the current maintenance and landscaping service providers, and how well they have improved since meeting with Rick and Nick in December. Nick and Dennis reported that this discussion would be taking place at the next SOBO Committee and recommendations will be made to the Board for action at its next meeting. No action taken.

**THE BOARD THEN OPENED ITS MEETING TO THE GENERAL PUBLIC AND ENDED ITS CLOSED SESSION AT 10:10 A.M.**

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
<b>Introductions</b>	President Rick Lemmo called the meeting to order at 10:100 am	<b>No Action Taken</b>
<b>Approval of January 20<sup>th</sup>, 2015 Minutes</b>	Board of Directors committee reviewed the minutes of November 18 <sup>th</sup> , 2014	<b>Helen moved and Joe seconded approval of the January 20<sup>th</sup> minutes. The motion was approved unanimously.</b>
<b>Public Comments and Announcements</b>	Rick Lemmo opened the floor to public comments and announcement.	<b>No Action Taken</b>
<b>City Updates on Current Projects</b>	Phil Lanza fame gave an update on City projects: a. Lemke Theatre. Construction will start this summer and it is planned for opening in the Fall of 2016. Discussion followed	<b>No Action Taken</b>
<b>EXECUTIVE COMMITTEE REPORT</b>		
<b>Annual Budget, FY 15</b>	Marco gave an update on the status of the YTD financial report. Marco went through each Committee budget and the carry forward. Discussion followed	<b>Joe moved and Raul seconded adoption of the YTD financial report. The motion</b>



		<b>was approved unanimously</b>
<b>State of the City luncheon</b>	The Board discussed allocating funds for the table to attend the State of the state of the City luncheon. The cost will be \$750.00 and would be allocated out of the contingency line item.	<b>Dennis moved and Raul seconded that \$750.00 be allocated to allow Board members and staff to attend the State of the City luncheon. The motion was approved unanimously</b>
<b>Raw Inspirations Agreement</b>	<p>This issue was discussed in detail in Closed session. The Board considered the following resolution:</p> <p><i>Authorizing the entering into the contract with Raw Inspirations for the Downtown Market on Brand Blvd. on Thursday afternoons, in existing parking spaces and along Chess Park and setting not-to-exceed compensation agreement for FY 2015 – Staff update. Contract with RAI not to exceed \$19,000 for 2015</i></p>	<b>This action item was approved in closed session</b>
<b>SOBO Committee</b>		
<b>Tour of San Diego's Little Italy</b>	The Board members discussed their recent tour of how the Little Italy CBD is managed and how the public rights of way are attracting new businesses to the district. Discussion followed on the relevance and applicability to the DGA and its CBD. The SOBO Committee will discuss how to merge various services into one new program for the district	<b>No action taken.</b>
<b>Painting of street lights</b>	Nick stated that many of the street lights are in need of re-painting. Phil stated he would talk to GPW on how to get them done	<b>No action taken</b>

<b>Landscape plan</b>	Dennis reported that there has not been any movement in regards to Bob Perry's report on the maintenance of trees and watering. Dennis reported that City staff would like to meet with DGA staff in June	<b>No action taken</b>
<b>DISI – MARKETING COMMITTEE</b>		
	<p>Full time staffing to bring some marketing services in-house. The following resolution was considered in the Closed Session:</p> <p><i>That the Board consider increasing the New City America contract to allow our new staff member to go full time to perform more Marketing, promotion, social media and communications work, authorization to allocate funds out of existing DISI budget for FY 16.</i></p>	<b>This action item was approved in closed session</b>
<b>Spring displays</b>	Nick gave an update on the status and implementation of the Spring displays. These are funded through the DISI budget	<b>No action taken</b>
<b>Special events</b>	<p>The DISI Committee has not had the opportunity to meet to prioritize the funding of special events throughout the year. However three events were discussed: Cruise Night, Special Olympics and the Taste of Glendale. A thorough discussion took place on the merits of each event. The Board considered the following:</p> <p><b>Cruise night:</b> No amount determined as of yet for this July 18<sup>th</sup> event;</p> <p><b>Special Olympics:</b> Helen recommended \$5,000 to be allocated to this event but she needs to ensure how the torch route will be determined.</p> <p><b>Taste of Glendale:</b> A thorough debate occurred on the level of support the DGA should be giving to this event.</p>	<p><b>Joe moved and Rick seconded that \$1,000 be allocated to the Taste of Glendale since this was the event that was most timely. The DISI Committee will meet to discuss the funding for the other events, and this will be reported to the Board at its next meeting. The motion was approved with five in favor and Helen abstaining. (Note: this was amended at a later time)</b></p>

<b>Next Meeting</b>	Next meeting for the Board of Directors Committee will be held on Tuesday, May 19 <sup>th</sup> , at 10:00 am at 100 North Brand Blvd., Cowork 100 Basement, Glendale CA 91203	<b>No Action Taken</b>
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**Minutes taken by Marco Li Mandri, staff.**