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

Downtown Glendale Association
Annual Board of Directors Meeting
Wednesday, November 11th, 2015, 11:00 a.m.
100 N. Brand Blvd., 6th Floor Conference Room
Glendale, CA 92013

AGENDA

1. **Introductions – President Rick Lemmo**

2. **Approval of September 30th, 2015 Board minutes** ***Action Item***

3. **Announcements, public comment**

4. **Report from Nominations Committee, appointments to the Board of Directors**
   a. Nomination of property owner seats ***Action Item***
      1. Rick Lemmo
      2. Joe Stitick
      3. Brent Gardner
      4. Nominations from the floor
   b. Appointment of Community at Large seats ***Action Item***

5. **City Update on current projects:**
   a.

6. **Committee Reports:**
   (Executive Committee) – Rick Lemmo
   a. Review of updated new rough draft financial Report ***Action Item***
   b. Authorize Executive Committee to generate 2016 Board budget and distribute to Board members; expected carry forward ***Action Item***
   c. Update on the Raw Inspirations ***Action Item***
   d. Annual report due date to the City, City presentation
   e. Possible expansion north of Brand Blvd, discussion for investigation ***Action Item***
   f. Resignation of Dennis De Pietro

   (Sidewalk Operations/Beautification/Order, SOBO)
   a. Appointment of new SOBO Chair ***Action Item***

b. Update on Bob Perry discussion with the City, status/Landscape Task Force
c. Setting budget for 2015 to be presented in December
d. Operations Director report on services
e. Authorization to purchase 6 Victor Stanley trash receptacles **Action item**

(DIS/Marketing Committee) – Helen McDonagh

a. Report from Tim Gallagher
b. Fall and Holiday Displays, implementation, see map
c. Website update
d. Social media report
e. Holiday banners going up, timeline

(Land Use/Project Review Committee)

a. No responses

7. Power Point presentation on 2015 in review

8. Other

9. Next 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 outside of 100 N. Brand. 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 Ryan Huffman at 818 476-0120 x 420 at least 48 hours prior to the meeting.***

ARTICLE VII

NOMINATIONS FOR THE BOARD OF DIRECTORS

Section 1: Certain Definitions.

Board Members under these bylaws shall mean:

a. "**Business Tenant Director**" shall mean a holder of a valid and fully paid City Zoning Use Certificate relating to an address located in the District (as defined by the Community Benefit District (CBD) resolution of formation adopted by the Glendale City Council on July 31st, 2012);

b. **Community at Large Director"** shall mean a District resident, community member, or a business tenant located within the CBD boundaries or an individual whom the Board believes will further the public benefit purposes of the corporation;

c. "**District**" shall mean the Downtown Glendale Community Benefit District in the City of Glendale California, formed pursuant to the City of Glendale Community Benefit District ordinance.(Glendale Municipal Code #5771);

d. "**Annual Election Meeting**" shall mean the Annual meeting of the Board at which Directors are to be elected. The Board seeks to complete the nomination process within the last three months of each calendar year. (October through December);

e. "**Property Owner**" shall mean the owner of any property, or their designee, whether commercial, institutional, civic, ecumenical, public or residential, located in District who is not delinquent by more than 3 months from the annual date the CBD assessment was due to the County, for such property.

f. "**Property Owner Director**" means any Director nominated by an assessed property owner and subsequently elected to serve as a Director by the Board. Any Property Owner Director shall be entitled to designate one Director, in accordance with Article VII, Section 3, for the Board to consider electing them as a Director.

g. **"Non-Director Liaisons".** In addition to the voting Directors, the Glendale City Manager may appoint up to two (2) employee liaisons from the City to attend and participate in regular Board meetings. Non-Director liaisons are not members of the Board, do not have voting rights and will not be counted toward a quorum and voting requirements.

Section 2: Qualification

a. Members of the Corporation shall be eligible for nomination to the Board of Directors based upon active participation with the Corporation including its committees, task forces or otherwise for a period of not less than one (1) year, and support for the policies, goals of the Corporation. The Interim Board of Directors shall be appointed in August 2012. The first eligibility standards for permanent Board membership, based upon Article VII, Section 1 (e), are estimated to become effective in June 2013.

Section 3: Nominations.

a. At least forty five (45) days before each Annual Election Meeting, the Board Secretary shall cause a notice to be delivered to each Property Owner or their designated representatives soliciting Board of Director nominations. This first nominations process shall occur in the summer of 2013;

b. Nominations must be received by the Secretary no later than fourteen (14) days before the Annual Election Meeting. Additional nominations may be submitted and considered by the Board at the Annual Election Meeting.

c. Directors shall be elected in accordance with Article VIII, Section 1 of these Bylaws.

d. Any notice required by this Section 2 may be delivered by U.S. mail, e-mail, fax or personal delivery.

Section 4: Additional Representatives. Each Director may appoint additional representatives who shall have the right to participate in Board discussions in an advisory and non-voting capacity. Once Property Owner Directors have been nominated and appointed, according to these bylaws, the sitting Property Owner Directors may appoint any Community or Business Tenant Directors representatives as voting members of the Board, based upon the procedures as outlined in Article VIII, Section 1 of these bylaws.

ARTICLE VIII
DIRECTORS

Section 1: Number and Qualifications and Terms.

a. *Authorized Number.* The authorized number of Directors of the Corporation shall not be less seven (7) nor more than thirteen (13) until changed by amendment of the bylaws. The exact number of

Directors shall be fixed from time to time, within the limits specified in this Article VIII, Section 1, by the Board of Directors.

b. *Director Board Composition* .

(1) Any Property Owner shall be entitled to nominate one (1) nominee, in accordance with Article VIII, Section 1, for the Board to consider electing as a Director at the annual Election Meeting.

(2) Of the authorized number of Directors, a minimum of eighty five per cent (85%) shall be Property Owners within the District.

(3) All remaining Directors shall be referred to as "Community Directors". Community Directors may be-Business Tenants, or Community at Large Representatives, *provided* that at all times from and after the date the District is established at least one (1) Community Director should be a non-property owning Business Tenant.

c. *Term.* The term of office of each Director of the Corporation shall be two (2) years and until his or her successor has been elected and qualified. The Directors may be elected at any meeting of the Board. Each Director, including a Director elected to fill a vacancy, shall hold office until the expiration of the term for which he or she was elected and until a successor has been elected and qualified. A Director may succeed himself or herself in office.

d. *Staggering of First Year Terms*: The first nomination of Directors shall take place in the summer of 2013, after it has been confirmed that the Property owners of the CBD had met the requirements for appointment to the Board as per Article VII, Sections 1 and 2. During the first nomination process of Board members, 50% plus one, (or an approximation of that amount) of the incoming Directors shall be assigned two year terms and 49% of the Directors, (or an approximation of that amount), shall be elected for one year terms. In 2014 and succeeding years, Directors shall all be nominated for two year terms.

e. *No Limit on Term.* There shall be no limit to how many terms any individual may serve on the Board.

Section 2: Annual Election Meeting and Powers. The nominated Directors shall be elected by majority vote of the currently seated Board members, based upon the provisions stated in Article VIII, Section 1 at the Annual Election meeting of the Board. Subject to the provisions of the Code, the activities and affairs of the Corporation shall be managed and all corporate powers shall be exercised by or under the direction of the Board. The Board may delegate the management of the day-to-day operation of the business of the Corporation to a management

company, committee (however composed), or other person, *provided* that the activities and affairs of the Corporation shall be managed and all corporate powers shall be exercised under the ultimate direction of the Board.

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
Wednesday, September 30th, 2015 – 11:00am
100 N Brand Blvd, 6th Floor Conference Room
Glendale, CA 91203 - www.downtownglendale.com

Present: Rick Lemmo/ Caruso Affiliated, Joe Stitick/ Investment Property Services, Helen McDonagh/ Massage Envy, Raul Porto/Porto's Bakery, Phil Lanzafame/City of Glendale;

Absent: Carol Jacobs/General Growth

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

Minutes of the June 30th, 2015 meeting

Item	*Discussion*	*Action Taken?*
Introductions	President Rick Lemmo called the meeting to order at 10:100 am	**No Action Taken**
Approval of June 30th 2015 Minutes	Board of Directors committee reviewed the minutes of June 30th, 2015	**Helen moved and Joe seconded the approval of the minutes from the June 30th Board meeting. Phil abstained. The minutes were approved unanimously.**
Public Comments and Announcements	Rick Lemmo opened the floor to public comments and announcement.	**No Action Taken**

EXECUTIVE COMMITTEE REPORT		
Annual Budget, FY 15	Marco gave an update on the status of the YTD financial report. Marco went through each Committee budget and the carry forward. Discussion followed.	**Joe moved and Phil seconded approval of the rough draft YTD financial report with the provision that the next report include an explanation on any overages as well as the percentages of each category. The motion was approved unanimously.**
DGA Credit Card	Marco asked the status of the DGA Credit Cards	**No action taken**
Update on Farmers Market	Nick reported that we just received some reports on the Farmers Market and this will require a meeting or discussion with Rick and Jennifer of Raw Inspirations. There will not be a Farmers Market on Thanksgiving day.	**No action taken**
Reaffirmation of agreement to lease another office	The Board had conducted a non-Board vote to approve the justification of another lease for Nick's office. It was approved	**The reaffirmation of the leasing of the new office was approved by consensus. Phil asked for backup paperwork.**
Resolution on the creation of a Nominations Committee	The Board considered the following resolution: *Shall the Board appoint the President, the Secretary and one other Board member to serve as a Nominations Committee to facilitate the work of the Annual Elections. Furthermore, shall the Board set the Annual Meeting date for Tuesday, November 10th at 10:00 a.m. at 100 N. Brand Blvd, the basement conference room?* Discussion followed on the resolution and it was determined	**Helen moved and Raul seconded that the meeting be held on November 11th, at 11:00 a.m. at the 6th floor Conference room of 100 N. Brand Blvd.**

	that the 10th would not work. The Board agreed upon the 11th at 10:00 a.m. for the Annual Meeting date	
Shall we have an Annual Meeting presentation on the District over the past year at the Annual Meeting?	Marco asked if the Board would like a power point presentation updating the achievements of the DGA over the past year at the Annual meeting. The Board agreed to do so.	**Joe moved and Helen seconded having staff create a power point presentation for the Annual meeting. The motion was approved unanimously. Furthermore the Board stated that a link of that power point/video should be sent to all property owners by the end of the year.**
Beautification	Helen asked if we could get higher concrete planters next year to create different levels of flowers. Marco stated that staff would look into it	**No action taken**
SOBO Committee		
New cleaning services	Nick gave an update on the success of our combined services program with the maintenance crew. Discussion followed	**No action taken**
Report on Bob Perry's recommendation for a new demonstration block on Brand Blvd.	Dennis reported that Bob Perry is recommending to the City that the DGA create a new "demonstration block" to show what can be done for landscaping in the district. The demonstration block would be on Brand between California and Wilson. SOBO is waiting for a final report from Bob. Phil stated that he would try to set up a meeting to facilitate this discussion with City staff	**No action taken**
DISI – MARKETING COMMITTEE		

Cruise Night	Discussion occurred on the Cruise night event held in late August	**No action taken**
Downtown Dash	Helen brought up the fact that Rotary would like to host the downtown dash next Spring. Discussion followed that if Rotary wanted to do it, they could do so.	**No action taken**
PR and Social Media report	Nick gave an update on both	**No action taken**
Holiday displays	The DGA DISI Committee will be buying holiday decorations for 8 more corners this year.	**No action taken**
Land Use		
Notification of new applications	Marco brought up the fact that the DGA should review new applications for use of the public rights of way, or new construction within the boundaries of the District. He said we should be aware of what was going on prior to a door opening. Phil stated that he didn't want to impede development. Discussion followed.	**No action taken**
Masonic Lodge/CBRE offices	Rick reported that the old Masonic Lodge will have 1,200 CBRE members showing up for an open house in January. The offices will open on December 15th. Discussion followed	**No action taken**
Next Meeting	Next meeting for the Board of Directors Committee will be held on Wednesday, November 11th at 11:00 a.m. at 100 North Brand Blvd., 6th floor conference room. This will be the Annual meeting	**No Action Taken**

Minutes taken by Marco Li Mandri, staff.

Downtown Glendale Association
OCTOBER 2015 Budget
DRAFT

	Oct 2015	Dec 1, '14 - Oct 31, 2015	Year-to-Date	Annual Budget	
Income					
Assessment Income		867,173.92	867,173.92	900,478.00	
Carry Forward		212,071.76	212,071.76	212,071.76	
Non Assessment Revenue				20,000.00	
Interest Income	29.43	582.91			
Total Income	29.43	1,079,828.59	1,079,245.68	1,132,549.76	
Expense					
Administration					
Accounting Fees		0.00	3,666.67	4,000.00	0.35%
Admin - Misc		30.50	1,214.58	1,325.00	0.12%
Bank Charges		259.18	366.67	400.00	0.04%
Board Meetings		77.61	458.33	500.00	0.04%
Insurance Liability		5,230.00	5,500.00	6,000.00	0.53%
Legal Fees		1,500.00	4,583.33	5,000.00	0.44%
Memberships		561.00	916.67	1,000.00	0.09%
Office Supplies	364.42	1,801.57	1,833.33	2,000.00	0.18%
Postage	142.00	363.19	458.33	500.00	0.04%
Printing & Copying		0.00	916.67	1,000.00	0.09%
Staff Contract	11,083.00	113,581.00	121,916.67	133,000.00	11.74%
Telephone, Telecommunications		1,557.00	1,833.33	2,000.00	0.18%
Travel	15.50	938.18	1,833.33	2,000.00	0.18%
Total Administration	11,604.92	125,899.23	145,497.92	158,725.00	14.01%
Business Attraction		0.00	27,500.00	30,000.00	2.65%
Contingency		0.00	14,666.67	16,000.00	1.41%
Unallocated		53,750.00	61,920.61	67,549.76	5.96%
DGM Expenses	182.20	22,684.73	27,500.00	30,000.00	2.65%
	182.20	76,434.73	131,587.28	143,549.76	12.67%
DISI					
Advertising		6,695.86	6,416.67	7,000.00	0.62%

Downtown Glendale Association
OCTOBER 2015 Budget
DRAFT

Annual Report		0.00	1,833.33	2,000.00	0.18%
Banners		70.95	4,583.33	5,000.00	0.44%
DGM Advertising/Mktg			9,166.67	10,000.00	0.88%
Glendale Arts Grant		40,000.00	36,666.67	40,000.00	3.53%
Mobile App		2,037.00	2,750.00	3,000.00	0.26%
Public Relations	1,500.00	28,500.00	26,125.00	28,500.00	2.52%
Rent, Parking, Utilities	650.00	9,080.00	12,168.75	13,275.00	1.17%
Seasonal Displays	6,116.10	24,536.67	45,833.33	50,000.00	4.41%
Special Events		4,474.90	9,166.67	10,000.00	0.88%
Cruise Night		15,000.00	13,750.00	15,000.00	1.32%
Special Olympics		5,000.00	4,583.33	5,000.00	0.44%
Taste of DT Glendale		5,000.00	4,583.33	5,000.00	0.44%
Special Projects	624.22	9,180.48	24,750.00	27,000.00	2.38%
Videos		2,500.00	4,583.33	5,000.00	0.44%
Web Site		1,390.00	3,666.67	4,000.00	0.35%
DISI Misc			458.33	500.00	0.04%
Total DISI	8,890.32	153,465.86	211,085.42	230,275.00	20.33%
SOBO					
Landscape Architect		1,880.00	4,583.33	5,000.00	0.44%
Maintenance Provider	16,065.00	370,579.63	348,333.33	380,000.00	33.55%
Operations Director	9,166.00	103,532.60	100,833.33	110,000.00	9.71%
Public Space Maintenance	1,728.68	16,124.56	33,000.00	36,000.00	3.18%
Rent, Parking, Utilities	1,180.00	13,495.00	13,750.00	15,000.00	1.32%
SOBO Misc	365.27	1,668.53	22,916.67	25,000.00	2.21%
Capital Improvements		256.50	24,750.00	27,000.00	2.38%
Supplies	170.20	703.23	916.67	1,000.00	0.09%
Uniforms		222.53	916.67	1,000.00	0.09%
Total SOBO	28,675.15	508,462.58	550,000.00	600,000.00	52.98%
TOTAL EXPENSES	49,352.59	864,262.40	1,038,170.61	1,132,549.76	100.00%

Glendale Market Gross Sales 2015

Weekly	*Year*		*Glendale CFM*
January	2015		-
February	2015		-
March	2015		-
April	2015		-
May	2015		8,974.40
June	2015		4,964.25
July	2015		5,955.84
August	2015		4,855.14
September	2015		4,408.21
October	2015		4,129.34
November	2015		
December	2015		
Total			33,287.18

Week		*Glendale CFM*
04/30/15		1,499.00
05/07/15		2,378.00
05/14/15		1,754.00
05/21/15		1,827.40
05/28/15		1,516.00
06/04/15		1,387.25
06/11/15		1,407.00
06/18/15		1,047.00
06/25/15		1,123.00
07/02/15		938.52
07/09/15		1,241.24
07/16/15		1,080.48
07/23/15		1,267.60
07/30/15		1,428.00
08/06/15		1,301.50
08/13/15		1,284.00
08/20/15		1,186.64
08/27/15		1,083.00
09/03/15		1,207.30
09/10/15		1,146.88
09/17/15		1,109.83
09/24/15		944.20
10/01/15		813.35
10/08/15		951.65
10/15/15		747.40
10/22/15		806.50
10/29/15		810.44
Total		33,287.18

42173.00	1047.00	1358.00	311.00
42180.00	1123.00	1358.00	235.00
42187.00	938.52	1358.00	419.48
42194.00	1241.24	1358.00	116.76
42201.00	1080.49	1358.00	277.51
42208.00	1267.60	1358.00	90.40
42222.00	1301.50	1358.00	56.50
42229.00	1284.00	1358.00	74.00
42236.00	1186.64	1358.00	171.36
42243.00	1083.00	1358.00	275.00
42250.00	1207.30	1358.00	150.70
42257.00	1146.88	1358.00	211.12
42264.00	1109.83	1358.00	248.17
42271.00	944.20	1358.00	413.80
42278.00	813.35	1358.00	544.65
42285.00	951.65	1358.00	406.35
42292.00	747.40	1358.00	610.60
42299.00	806.50	1358.00	551.50
42306.00	810.44	1358.00	547.56
Amount owed by DGA			**5,711.46**

For the initial first 6 months market is to generate $1,358 in gross revenue weekly.
DGA agrees to pay the reminaing amount, but not to exceed $725

PERRY & ASSOCIATES
COLLABORATIVE
564 West Tenth Street
Claremont, California 91711
(909) 621-4647
rcperryfasla@gmail.com

September 4, 2015

Dennis De Pietro
Nick Lemmo

Re: Meeting with Dan Hardgrove, City Arborist

Dear Dennis and Nick,

I met with Dan Hargrove on Friday, August 28, to review the proposed street tree plan our office prepared for Brand Boulevard between Wilson Avenue and California Avenue. We were able to have a good discussion and address many issues. Summarized below are the key points of this discussion.

1. The proposal to complete a concentrated tree removal and planting project between Wilson and California Avenue appears possible. This plan calls for the removal of all 16 existing Carrotwood trees and to replace them with 7 Canary Island Pines, 3 Tipu Tees, 2 Crape Myrtles, and 5 Sunburst Honeylocust. Dan suggested the idea of retaining 4-5 of the best Carrotwood trees while replacing the other 12-13 trees as a transition strategy to avoid complete loss of all large trees at one time. Additionally, there appears to be an opportunity to move forward with such a project as part of the upcoming City fall planting cycle. However, such a project is dependent upon the issues and requirements described below.
2. All City street tree plantings are the responsibility of the City Arborist. This includes the selection of (a) species types, (b) growth size, (c) tree quality, (d) oversight of installation, (e) and follow-up watering and maintenance.
    a. The newly proposed tree plan contains 4 new species; the Crape Myrtle (Lagerstroemia indica) is an acceptable recommendation, the Canary Island Pine (Pinus canariensis) is too large and produces too much litter, the Tipu Tree (Tipuana tipu) is too large with concern for potential buttress root development, and additional research needs to be done on the Sunburst Honeylocust (Gleditsia 'Sunburst') to determine if it is a good choice.
    b. The point was made that there is a need to include some larger growing trees in strategic spaces for greater canopy size and foliage presence along Brand. Dan will address this issue and return some suggestions.
    c. Tree quality is an ongoing challenge. Dan has been working to assure the quality and character of new trees comply with ISA standards, and all new trees need to comply with these standards and be inspected prior to planting.
    d. All tree installation must be completed under the supervision of the City Arborist; alternate strategies contained in the Wilson/California Avenue plan needs to comply with this guideline. The planting details prepared in

PERRY & ASSOCIATES
COLLABORATIVE
564 West Tenth Street
Claremont, California 91711
(909) 621-4647
rcperryfasla@gmail.com

the Wilson/California Avenue plan appear to be good; underground utilities are a common conflict along Brand and impact the amount of excavaton.

e. Follow-up watering is one of the greatest challenges for urban street trees. The possibility of getting assistance from the Downtown Glendale Association can be of great benefit.

This meeting did not achieve an agreement to accept or move forward with the Wilson to California Avenue street tree plan. This was due to the points raised in Item 2 above. The City is also working to prepare an updated computer-based street tree inventory and plan that will enable greater levels of accuracy and refinement. These points can stop the progress on this current plan.

It is our recommendation that an agreement be reached between the City Arborist and the Downtown Glendale Association to take action on the street tree plantings between Wilson and California Avenues during fall 2015. This agreement would necessitate the finalization of tree species and locations, and joint participation in planting and watering.

Sincerely,

Bob Perry, FASLA

downtown glendale association

Cleaning Statistics

January 2013 through October 2015

		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Graffiti - Removed	**'13**	--	87	36	59	34	29	31	24	14	20	23	22	**379**
	'14	23	15	10	22	27	7	4	2	2	3	22	18	**155**
	'15	11	32	36	37	30	33	42	38	27	44	--	--	**330**
Trash (Bags collected)	**'13**	--	117	142	132	139	126	195	191	235	166	220	192	**1855**
	'14	144	143	167	176	246	177	164	159	184	189	147	193	**2089**
	'15	164	148	168	154	146	159	122	127	158	181	--	--	**1527**

Pressure Washing Statistics

		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Power Washing (hours)	**'13**	--	144	168	172	164	157	173	168	160	184	144	148	**1782**
	'14	168	136	156	184	152	168	160	176	180	224	118	114	**1936**
	'15	168	144	184	157	160	320	320	320	320	320	--	--	**2413**

Hospitality Statistics

		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Directions Given - General	**'13**	--	195	279	197	223	194	261	301	230	303	329	361	**2873**
	'14	364	253	288	256	246	204	224	230	216	277	255	341	**3154**
	'15	369	427	502	471	510	366	312	280	253	303	--	--	**3793**
Homeless	**'13**	--	20	9	12	13	16	75	105	48	64	47	58	**467**
	'14	43	22	18	15	22	38	35	35	22	48	32	46	**376**
	'15	42	57	60	70	62	27	21	19	22	24	--	--	**404**
Parking Related / Pedestrian Assistance	**'13**	--	42	42	24	22	27	47	51	47	49	39	37	**427**
	'14	34	29	16	17	16	9	7	8	16	18	21	90	**281**
	'15	92	128	119	134	125	162	212	188	177	194	--	--	**1531**

PR Report 2015

"Downtown Glendale is the most aggressive and progressive area in Los Angeles right now."

Eliot Goran, LA Editor, BisNow

Goran made that comment to a group of about 200 commercial real estate and finance professionals at a BisNow event. It was a good sign of how the story of Downtown Glendale is being told and spread.

The major stories in the Downtown Glendale district during 2015 were the continued revitalization of the area highlighted by the Caruso purchase of the Masonic Temple, and the 90th anniversary celebration of the Alex Theatre.

Our public relations plan execution throughout the year was very good. Earned media coverage of the activities within the district has been completely positive in 2015.

Here are some of the highlights:

BisNow has been our friend

https://goo.gl/Cta96l

This commercial real estate website has written about the revitalization of Glendale several times over the final two quarters of the year. The coverage has focused on the residential and commercial building in the district or just outside its borders.

DGA President byline in SFVBJ

Another highlight of the year was the September publication of an 750-word op-ed by DGA President Rick Lemmo on what Glendale did to revitalize its Downtown district.

Other highlights throughout the year

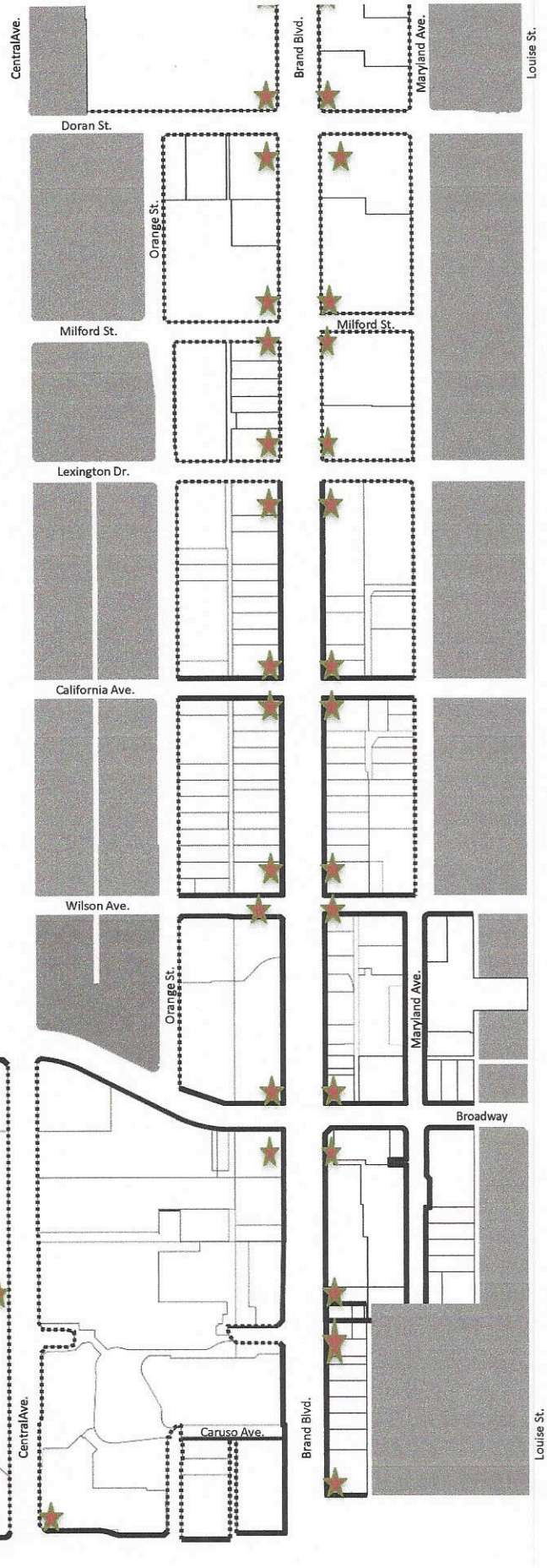
1. Farmers Market
- Got through the closing of the former market with a minimal amount of negative publicity.
- Earned several pieces of free media in Glendale News-Press and surrounding publications about the new location and time of the new market.
2. Alex Theatre
- Great coverage throughout the year on several events, including LA Times coverage of "Billy Elliot"
- KABC covered the lighting of the spire to kick off the 90th celebration

Miscellaneous Items

1. RIdePal publicity with GoGlendale
2. Parking Signs to guide drivers in the district
3. International marketing award for the DGA App
4. Antaeus Theatre moving to Glendale in 2017 (Glendale News-Press, LA Times, Daily News)
5. Cruise Night with another huge crowd (KABC and KCAL/KCBS)
6. Special Olympics, both the torch run and the special DGA event (KABC and KCBS)
7. Coverage in the LA Times, BisNow website and LA Business Journal on the Masonic Temple purchase
8. Elissa Glickman and Helen McDonagh nominated for San Fernando Valley Business Journal Woman of the Year

downtown glendale association

Holiday Display Map



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Installation Dates:
10/01/15- Fall
11/19/15- Holiday

Budget:
Fall- $4,000.00
Holiday- $12,000.00*

*Does not include city commitment

NEW CITY America, Inc.

Map created by New City America, Inc.

Downtown Glendale Website & Mobile App Report

November 11, 2015

WEBSITE & MOBILE APP TASKS

Held meeting with Helen McDonagh and Elissa Glickman to discuss Events Calendar and cross-promotional opportunities for community websites and mobile apps.

Began implementation of banner ad system for website's Events Calendar section to feature and promote in-district businesses on event pages (ex restaurants).

Held meeting with Nick Lemmo to discuss improvements to the Downtown Glendale website and mobile app.

Provided support and assistance with Google Apps email services.

Implemented WordPress backend software upgrades on website.

Added new businesses to the website and mobile app directory.

Added new upcoming events to the website and mobile app calendar.

- Alex Theatre
- City of Glendale
- Downtown Events (ex Cruise Night)
- Downtown Glendale
- Glendale Arts
- Glendale Chamber of Commerce
- Glendale Galleria
- Glendale Latino Association
- Glendale Young Professionals
- The Americana at Brand

Downtown Glendale Website & Mobile App Report

November 11, 2015

WEBSITE ANALYTICS (UPDATED NOVEMBER 2015)

	Oct 2015	2015 YTD	2014
Sessions	1,575	17,428	12,659
Users	1,321	14,745	10,643
Pageviews	2,674	32,211	29,067
Pages / Session	1.70	1.85	2.30
Average Duration	00:01:00	00:01:14	00:01:34
New Sessions	80.63%	83.99%	83%

MOBILE APP ANALYTICS (UPDATED SEPTEMBER 2015)

	Sep 2015	Downloads
Apple iOS	9*	29*
Android	8	109
Total	17*	138*

**Partial Apple iOS Report*

- *Only includes downloads from April 1, 2015 to September 28, 2015*
- *Only includes devices with iOS 8 or later.*
- *Only shows data from users who have agreed to share their diagnostics and usage information with app developers. In the last 30 days, 20% of users that installed "Downtown Glendale" agreed to share their data.*

SOCIAL MEDIA MONTHLY ACTIVITY REPORT

To: Downtown Glendale Association

From: Tari Kuvhenguhwa – New City America, Inc.

Description: **Monthly Activity Report for October 2015**

STRATEGY & PLANNING:

- Continued implementing social media strategy
- Created content for Facebook, Twitter, and Instagram
- Crafted and sent posts
- Managed Facebook advertising campaigns
- Engaged with fans
- Promoted new retailers and community events
- Built awareness of the Farmers Market (At least one post/week & day of the market, added a banner on the Facebook page that is seen anytime anyone visits the page, and added photos to the Yelp page for the market since there were none (this was missing from the previous report)).
- Monthly reports

Social Media Statistics: September (as of October 30, 2015)

- Facebook Summary:
  - Fans: 4,454 (2,361 as of previous report's total from September 23, 2015)
  - Organic Post Reach: 235
  - Paid Post Reach: 319
  - Organic Total Reach: 424
  - Paid Total Reach: 950

- Twitter
  - Total Followers: 311 (New Followers: 23)
  - Profile visits: 415
  - Total Tweet Impressions (Views): 3,269
  - Daily Impressions (Views): 144
  - Mentions (users tweeting directly at us): 3
  - Retweets (of DGA posts by other users): 18

- Instagram (@downtown_glendale launched August 20, 2015)
  - Followers: 160 (66 new followers since last month's report)
    - These are a mixture of district businesses, businesses just outside district boundaries, and people in/around Glendale & Los Angeles, and even some businesses spread across greater Los Angeles (for example, BOA Steakhouse on West Hollywood's Sunset Strip)
  - Total Tags (i.e. Users tagging the profile page in their images): 18 (+7 from September)
  - New Mentions (Uses of #DWTNGlendale #DowntownGlendale):
    - #DWTNGlendale: 19 (12 of these were from a new follower, and after discovering us went back to their previous downtown glendale photos and added our hashtag to their posts)
    - #DowntownGlendale: 18

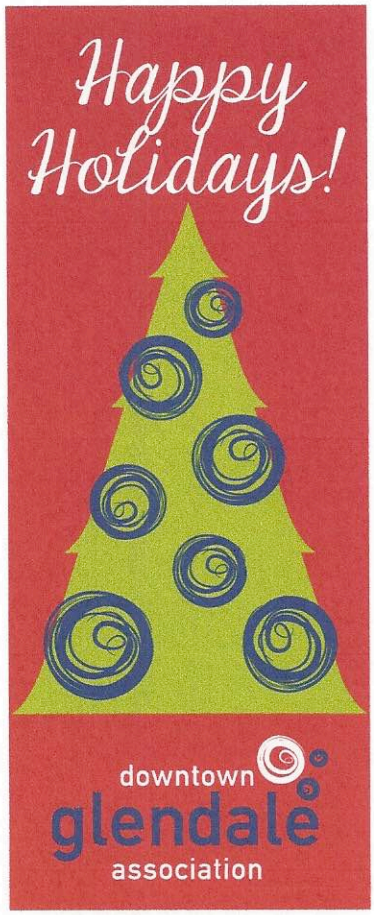
Social Media Follower Goals:

Facebook: 4,000 (We have surpassed 4,000 fans! Now we're striving towards 5,000 followers and maybe a giveaway to mark it by asking for fan photo submissions of the district, which is a good way to get more photos of the district and build goodwill with the community by featuring their posts)

Twitter: 500 (per Olive PR's suggestion that this is a marker of a loyal, consistent following)

Instagram: 200 (We have passed our first milestone of 100; each additional hundred will be successive goals as we grow our following there since starting the new account at the end of August)

Happy Holidays!
downtown
glendale
association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