



**Downtown Glendale Association
Board of Directors
Tuesday, April 13th, 2021 – 10:00 a.m.
Zoom Video Conference
www.downtownglendale.com**

Present: Joseph Stitick, Raul Porto, Helen McDonagh, Rick Lemmo, Randy Stevenson, Steven Sayers, Ani Pogossian,

Absent: None

Guests: Senator Anthony J. Portantino, Arda Tchakian, Lt. Alex Krikorian

Staff: Marco Li Mandri and Ryan/NCA, Nick Lemmo/DMS

Minutes:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions	President, Joseph Stitick called the meeting to order at 10:00 am. Introductions were completed. This was a Zoom meeting due to the COVID shelter in place requirements. Everyone called in or was on video for the meeting, consistent with the Brown Act rules.	No Action Taken
2. Approval of January 12th, 2021 Board Minutes	The minutes from the January 12 th , 2021 Board meeting were reviewed.	Rick moved and Randy seconded a motion to approve the minutes from the January 12th, 2021 Board Meeting. The minutes were approved.
3. Public Comments and Announcements	Joe opened the floor for public comments and announcements.	No Action Taken

Joseph Stitick, President • Raul Porto, Vice President
Rick Lemmo, Treasurer • Helen McDonagh, Secretary
Steve Sayers • Randy Stevenson

	<p>a. Senator Portantino announced that California reloaded money to help with the sixth round of small business relief. The Senator explained the California budget is better than expected and they recently passed a wild fire package. They will be working on a tax conformity on how PPP loans interact with the federal government. Rick asked for the Senator to be aware of the relief that is needed to property owners. As mortgage companies have still required mortgages to be paid; however, not all renters are required to pay rent. Marco asked about the street vending bill and what the process on how that was approved.</p> <p>b. Lt. Alex Krikorian from the Glendale Police Department (PD) Community announced they are using a three-prong approach in the District focusing on community engagement, enforcement, and patrols. Steven announced that the Galleria has seen increased transient activity, aggressive behaviors, and a couple robberies near the parking garages. Lt. explained that they applied for a grant to expand homeless outreach and are incorporating mental health teams with patrol officers.</p> <p>c. Joe asked Ani if she had any update on the Sears building. Ani didn't have any at this time.</p>	
4. City update on current projects	Marco and Ani reviewed the following updates with the committee:	
a. Trash company letters and response	The Board reviewed the trash company letter and response in the packet.	No Action Taken
b. Update on Alfresco Program	Ani gave an update that Council approved the recommended changes to the grant parameters to the CDBG/Measure S and PPE grant programs. The Council authorized Economic Development Staff to hire a survey firm to better understand the needs of the Business Community Post COVID19. The survey will focus on the following sectors: Hospitality, Office Tenants, Retail and Restaurants.	No Action Taken
c. Status on trash receptacles (10), ten more for this fiscal year	Marco asked Ani to look into if they will be purchasing and installing ten more trash receptacles this fiscal year.	No Action Taken

d. Bridge link work with American Repair Act funding	Marco asked Ani to look into the American Repair Act funding as a way to restart the DGA bridge link process. It might not be this fiscal year but maybe next.	No Action Taken
5. Committee Reports		
Executive Committee	Joe and Marco went through the following items:	
a. YTD rough 90% budget review for FY 21	The draft budget for FY 2021 was reviewed. Marco went over the budget categories and items.	No Action Taken
b. Recommendation on altering CBD boundaries for FY 22	Marco explained the ability to adjust the boundaries of the current Greater Downtown Glendale Community Benefit District and the sections of Section 36600 of the California Streets and Highway code. The map of the Greater Glendale CBD was reviewed. Parcel number 5644-013-036 at 1000 North Central Avenue assessments were reviewed. Marco reviewed a draft letter detailing a proposal to remove parcel number 5644-013-036 and detailed timeframe of April 27 th and payments previously made to this parcel assessment owner. The Executive Committee recommended the property owner receive a reimbursement check out of the unallocated line item for \$6,972.91 for FY21 assessments and for \$3,465.00 for frontage issue from FY19. The total check will be \$10,437.91. The check will be mailed certified mail and services will cease upon receipt of the check. The parcel will be removed from the district for FY22.	Rick moved and Randy seconded a motion to remove the parcel from the District following the recommendation from the Executive Committee. Marco, the Executive Director will write the letter. The motion was approved unanimously.
c. Stay Away order concept in responding to aggressive acts	Marco explained the stay away order concept in responding to aggressive acts. Lt. Alex Krikorian from the Glendale Police Department explained they do enforce restraining orders but also you enforce trespassing rules too.	
DISI Committee	Helen and staff went through the following items:	
a. PR and Social Media report – response to video promotion for Downtown	The Board reviewed the report provided by Mustang Marketing.	No Action Taken

b. Website update, mobile application	The Board asked the DISI Committee to review the effectiveness and ease of the Mobile application at the next DISI meeting.	No Action Taken
c. Mario Lopez contest pending	Rick explained that Mario Lopez and Mustang Marketing agreed to pause the video promotion until 100% occupancy in the Downtown businesses. Mustang Marketing and Staff will coordinate exact details, as before, when it gets closer to 100% occupancy. Rick also announced that the contest was shown at the State of the City Luncheon.	No Action Taken
d. Glendale Arts Savor Event update	This item was not discussed.	No Action Taken
e. Events for the year	This item was not discussed.	No Action Taken
f. LeBasse Projects 10 large iconic art pieces	Ani explained that the LeBasse Projects team have contracted to be the Art Consultant over the next 3 years with the City. The Arts and Culture Commission will be working with LeBasse Projects to procure and commission up to 10 large iconic art pieces for the City of Glendale. Marco explained they should work with the DISI Committee. Rick wanted to make sure the art pieces did not interfere with business path of travel and make everyone feel comfortable.	No Action Taken
g. Set up meeting to reconstitute group, specially invite all Hotel managers	Marco explained that they will be setting up a meeting for the DISI Committee in the future.	No Action Taken
SOBO Committee	Randy went through the following items:	
a. Report from DMS, Nick L	Nick gave an update on services. They have been emptying trash cans frequently. They have been pressure washing. They have helped businesses and the City with maintenance of plants and planters. They have continued to help with Al Fresco outdoor dining tables and chairs. The Ambassadors will soon be working to distribute more masks and we are open signs to businesses too.	No Action Taken

b. Homeless in the District	DMS Staff stated that the homeless has increased in the district. Discussion followed.	No Action Taken
c. Identify location for new trash receptacles.	This item was not discussed.	No Action Taken
6. Other	Joe opened the floor for additional comments or questions a. Rick stated that Mustang Marketing should draft a press release and run it by Marco, Helen and Joe to highlight was a great job the Ambassadors do.	No Action Taken
7. Next Meeting	Next meeting will be on July 20 th at 10:00 am. It will still most likely be a Zoom meeting; however, staff will also look at having it in person again.	No Action Taken

Minutes taken by Ryan, Staff/New City America