



**Downtown Glendale Association  
Board of Directors  
Tuesday, July 20<sup>th</sup>, 2021 – 10:00 a.m.  
Zoom Video Conference  
www.downtownglendale.com**

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

**Absent:** Steven Sayers

**Guests:** Bradley Calvert, Jennifer Bentson-Gebel, Jennifer Fukutomi-Jones, Jeff Brown, Juan Gonzalez, Lt. Alex Krikorian

**Staff:** Emma Frawley/Mustang Marketing, Marco Li Mandri and Ryan/NCA, Nick Lemmo/DMS

**Minutes:**

<i><b>Item</b></i>	<i><b>Discussion</b></i>	<i><b>Action Taken?</b></i>
<b>1. Introductions</b>	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.	<b>No Action Taken</b>
<b>2. Approval of April 13<sup>th</sup>, 2021 Board Minutes</b>	The minutes from the April 13 <sup>th</sup> , 2021 Board meeting were reviewed.	<b>Rick moved and Randy seconded a motion to approve the minutes from the April 13<sup>th</sup>, 2021 Board Meeting. The minutes were approved.</b>

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

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<b>3. Public Comments and Announcements</b>	<p>Joe opened the floor for public comments and announcements.</p> <p>a. Lt. Alex Krikorian from the Glendale Police Department (PD) explained that the new schedule they are working is helping. They applied for the Homeless Emergency Solutions Grant and it was awarded. This will allow them to go out early in the morning, late in the evening, and on the weekends to help with the homeless. PD has noticed an uptick in homeless in the District. Discussion followed and the hot dog vendor was discussed, stay away orders, civilian orders, and training on permits, insurance, and municipal codes will be conducted with the Downtown Police Officers. They will also have a presentation to City Council coming up too.</p>	<b>No Action Taken</b>
<b>4. City update on current projects</b>	<p>Marco, Ani, and City Staff reviewed the following updates with the Board of Directors:</p>	
<b>a. Juan Gonzalez – update about Artsakh Creative project/retail shops</b>	<p>a. Juan Gonzalez announced that the City was working on the Artsakh Creative Retail Pop-Up Program. The City wants to expand pedestrian areas, make a single one-way traffic lane, add gateway signage, add street furniture, add a performance space, increase interactive experiences, and public art. They are still working on a final agreement but the tentative construction schedule would start in October 2022 and conclude around June 2023. They are projecting an estimated \$7.4 million project budget. Marco suggested they use shaded trees instead of palm trees to help with the heat during the summer.</p> <p>Juan also announced the creation of the Artsakh Creative Program. This pilot program includes 6-month short term activation of the Paseo for retail pop-up or programming. All were reviewed by Economic Development and Library Arts &amp; Culture Staff. Juan explained that the following four were selected:</p> <ol style="list-style-type: none"> <li>1. Mkrtchyan Art Gallery at 117 North Artsakh; Specializing in Armenian, Russian and European paintings and sculptures.</li> </ol>	<b>No Action Taken</b>

	<p>2. Glendale Cultural &amp; Art Center at 123 North Artsakh; Specializing in contemporary art, theater, music and literature events, folk art, graphic design, ceramic, art, jewelry, and photography.</p> <p>3. The Glendale Room at 127 North Artsakh; specializing in Comedy and as a training center, featuring shows and classes for stand up, improve, and writing.</p> <p>4. Naked Frankie at 131 North Artsakh; specializing in Sustainable bath &amp; body products.</p> <p>The right of entry permits are being finalized shortly and they should be moved in by end of Summer.</p>	
<b>b. Cruise Night - update</b>	Ani gave an update that Cruise night was this past weekend. They had a good turnout. It was a drive by style because of the Pandemic.	<b>No Action Taken</b>
<b>c. Tad Dombroski, Parking Manager, Parking Meter Pole art, 10 new trash receptacles;</b>	<p>Jeff Brown was giving the report for Tad.</p> <p>a. Jennifer announced the City was working on a new project called Art Happens Anywhere (AHA). Jennifer explained that the AHA Program seeks to encourage the expansion of arts and culture activities and increase attitudes toward art, art-making and performance, and to elevate the role of art in enhancing a community. The website Jennifer gave for more information is - <a href="http://www.glendaleartsandculture.org">www.glendaleartsandculture.org</a>.</p> <p>b. Jennifer also reviewed the Meter Pole Art Project. It is a pilot program that will start at the City Campus. They will be wrapping the parking meter poles in a vinyl style wrap that last 5 years. They have seven approved designs that were explained.</p> <p>Jennifer notified the Board that if they are interested in wrapping any additional meter poles in the downtown area with any of the approved designs, they are eager to work together to pick designs and locations. Also, Jennifer Bentson-Gebel the artist for the designs is open to the idea of working with the GDGA in designing new meter pole art work specifically for the GDGA.</p> <p>b. Marco reviewed that Tad verbally agreed to purchase 10 trash receptacles with parking</p>	<b>No Action Taken</b>

	meter revenue. Jeff will talk to Tad when he is back in the office; however, he did explain that COVID had a huge impact in parking meter funds.	
<b>d. Bradley Calvert, Al Fresco program</b> <b>1. Clear metrics to measure the success of the parklets.</b> <b>2. Data points that can be collected to prove the parklets will or will not work from a revenue perception.</b> <b>3. Beautifying the parklets.</b>	Brad explained that City Council would like a plan for the Al Fresco outdoor dining and parklettes by October. The City is working with Studio 111 and wants to the GDGA to provide feedback on several issues, including but not limited to, priority, long term use, permanent use, quality, design, overhead, lighting, and quality of spots. Discussion followed. Topics of use, like restaurants and retail. Obtaining surveys or voluntary sales data to determine the effectiveness. After Brad meets with the design team, a task force will be created with members of the GDGA Board. The City has about \$110,000 to spend on this project. Brad further explained that he would like feedback by either the task force or a letter from the Board. Marco explained what other cities around the country are doing and will work with the Task Force. Rick explained that focus should be on restaurants and last at least 12-18 months.	<b>No Action Taken</b>
<b>e. City update on the 10 major art installations that LeBasse Projects is managing and supporting the city with.</b>	Jennifer explained that LeBasse Projects is working on 7 locations and is working with the City. More information will be provided when they have more data.	<b>No Action Taken</b>
<b>f. Bridge Link status</b>	Marco explained the desire to connect the District over the 134 freeway. Brad explained that he has contacts at Caltrans and the 134 project could play into a bridge link project. Marco, Brad, and Ani will reengage this project and work together to get more information on the possibility of adding planters over the 134.	<b>No Action Taken</b>
<b>5. Committee Reports</b>		
<b>Executive Committee</b>	Joe and Marco went through the following items:	
<b>a. Need for, Parklette Task</b>	This item was discussed in the city updates portion.	<b>No Action Taken</b>

<b>Force, recommendations to the City on their continuation;</b>		
<b>b. Budget Update (90%), status</b>	Marco reviewed the draft fiscal YTD budget. Marco reviewed each category and line items. Also, the District has received roughly 98% of the 100% of assessments for this fiscal year. Additionally, reallocations will be recommended from the Executive Committee during Section 5, item f of the agenda.	<b>Helen moved and Raul seconded to approve the draft Fiscal YTD Budget. The motion was approved unanimously.</b>
<b>c. Stay Away order concept in responding to aggressive acts</b>	Marco explained the stay away order concept and Lt. Alex Krikorian from the Glendale Police Department explained they do enforce the orders and recommends them if they are needed.	<b>No Action Taken</b>
<b>d. Sidewalk Vending update/violations</b>	Rick explained that the hot dog vendor is selling again and not cleaning up after the vendor leaves. Rick asked to send photos to Ani at the City. The Vendor doesn't pay assessments and the District shouldn't be responsible for cleaning up after the vendor. Marco explained the Vending Ordinance that was passed and Glendale PD is now aware of the situation.	<b>No Action Taken</b>
<b>e. Setting Annual Meeting date, Appoint Nominations Committee</b>	Joe explained the need to set the Annual Meeting date and appoint the nominations committee.	<b>Rick moved and Helen seconded the motion to set the annual meeting date for October 6<sup>th</sup>, 2021 at 10:00am. The motion was approved unanimously.</b>
<b>f. Budget reallocations</b>	Marco explained the Executive Committee recommended to the Board of Directors to reallocate funds from unallocated to increase the following line items: Advertising - \$1,000 Banners - \$15,000 Mobile App - \$400 Website - \$1,600 Special Projects - \$10,000 Public Space Maintenance - \$5,000 Capital Improvements - \$10,000 SOBO Misc. - \$5,000	<b>Helen moved and Raul seconded the motion to reallocate the funds based on the Executive Committees recommendation. The Motion was approved unanimously.</b>

	Supplies - \$5,000	
<b>g. Status on agreement with the City on amending the boundaries</b>	Marco explained that the City Council approved the DGA amended boundaries and all parties agreed. The agreement was reviewed by GDGA Counsel who worked with the City Attorney's office to finalize the agreement. Services have stopped at the parcel since the reimbursement check was not certified and signed for.	<b>No Action Taken</b>
<b>DISI Committee</b>	Helen went through the following items:	
<b>a. PR and Social Media report –</b>	Emma from Mustang Marketing reviewed the report provided by Mustang Marketing.	<b>No Action Taken</b>
<b>b. Website update, mobile application</b>	The Board reviewed the report provided by Sedna Solutions.	<b>No Action Taken</b>
<b>c. Mario Lopez contest pending</b>	Emma from Mustang Marketing explained that the original Mario Lopez contest received one entry. Emma thought that it was because people had to sing. It will be revisited for the holiday timeframe.	<b>No Action Taken</b>
<b>d. Glendale Arts Savor Event update</b>	A letter from Glendale Arts thanking the Board for supporting the event was reviewed.	<b>No Action Taken</b>
<b>e. Events for the year</b>	Ani explained that Glendale Tech Week will be taking place September 20-23, 2021. Tickets are on sale on Eventbrite- \$5 for Early Bird and \$10 after September 20. The DGA has sponsored with Banners this year and will be included as a top sponsor. Ani announced that the schedule is: 1) September 20 (4-6PM): Virtual Meet the Funders Event 2) September 21 (9-11AM): Virtual Career Fair 3) September 22 (12-3PM): Keynote Speaker/Pitchfest (Virtual & Hybrid Event) 4) September 23 (6-8PM): Awards & Closing Ceremony (Artsakh Paseo is a possibility)	<b>No Action Taken</b>
<b>SOBO Committee</b>	Randy went through the following items:	
<b>a. Report from DMS, Nick L</b>	Nick gave an update on services. Pictures of the services were reviewed. They have been emptying trash cans frequently and replacing broken liners. They have been pressure washing to remove stains.	<b>No Action Taken</b>
<b>b. Homeless in the District</b>	DMS Staff stated that the homeless has increased in the district. Homeless have been	<b>No Action Taken</b>

	urinating and defecating on the sidewalk. Discussion followed.	
<b>c. Identify location for new trash receptacles.</b>	Staff will work on identifying new Victor Stanley receptacle locations.	<b>No Action Taken</b>
<b>6. Other</b>	Joe opened the floor for additional comments or questions	<b>No Action Taken</b>
<b>7. Next Meeting</b>	Next meeting will be on October 6 <sup>th</sup> at 10:00 am. It will still most likely be a Zoom meeting; however, staff will also look at having it in person again.	<b>No Action Taken</b>

**Minutes taken by Ryan, Staff/New City America**