



Downtown Glendale Association

Board of Directors Meeting

Tuesday, July 20th, 2021 - 10:00 a.m.

100 N. Brand Blvd., 6th Floor Conference Room

Glendale, CA 92013

Zoom Call, Video Conference Call

**For information related to access to this call, please call the Greater
Downtown Glendale office at (818) 476-0121**

**Special Meeting of the Board held under the Governors COVID
Executive Order Relating to Meetings Under the Brown Act**

TEMPORARY MODIFICATIONS TO THE BROWN ACT DUE TO COVID-19:

Based on current COVID-19 directives and mandates, Governor Newsom has modified and suspended some of The Brown Act requirements temporarily. For a list of the items that Governor Newsom has modified or suspended, please see attached.

AGENDA

- 1. Introductions – President Joe Stitick**
- 2. Approval of April 13th, 2021 Board Minutes** *Action Item*
- 3. Announcements, public comment**
- 4. City Update on current projects:**
 - a. Juan Gonzalez – update about Artsakh Creative project/retail shops
 - b. Cruise Night - update
 - c. Tad Dombroski, Parking Manager, Parking Meter Pole art, 10 new trash receptacles;
 - d. Bradley Calvert, AI Fresco program
 1. Clear metrics to measure the success of the parklets.
 2. Data points that can be collected to prove the parklets will or will not work from a revenue perception.
 3. Beautifying the parklets.

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

**100 N. Brand Boulevard • Suite 508 • Glendale, CA 91203
818.476.0121 • Info@DowntownGlendale.com
www.DowntownGlendale.com • Facebook & Twitter: DWTNGlendale • #DWTNGlendale**

- e. City update on the 10 major art installations that LeBasse Projects is managing and supporting the city with.
- f. Bridge Link status

5. COMMITTEE REPORTS:

(Executive Committee) – Joe Stitick

- a. Need for, Parklette Task Force, recommendations to the City on their continuation;
- b. Budget Update (90%), status **Action Item**
- c. Stay Away orders on any individuals;
- d. Sidewalk Vending update/violations
- e. Setting Annual Meeting date, Appoint Nominations Committee **Action Item**
- f. Budget reallocations - Advertising, Banners, SOBO Misc, and Capital Improvements - All have spent more than what was originally allocated. **Action Item**
- g. Status on agreement with the City on amending the boundaries

(DISI Committee) – Helen McDonagh

- a. PR and Social Media report
- b. Website update, mobile application
- c. Mario Lopez contest pending
- d. Glendale Arts Savor Event update
- e. Events for the year

(SOBO Committee) – Randy Stevenson

- f. Report from DMS – Nick L
- g. Homeless in the District
- h. Identify location for new trash receptacles

6. Other

7. Next Board meeting:

8. Adjournment

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 at the meeting room door as well as the DGA office door. 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 in July 2018;
- 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. . Qualifications shall also include meeting the provisions of Section 1 (a, b, e, f and g) of this Article.

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.
- 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.



**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



July 20, 2021

SUBJECT: CITY UPDATE

TO: GREATER DOWNTOWN GLENDALE ASSOCIATION – BOARD

FROM: Ani Pogossian, Interim GDGA BOARD MEMBER

Economic Development Coordinator – ECONOMIC DEVELOPMENT, CITY OF GLENDALE

Please find the update below on City projects that may be of interest to members of the Board:

A. COVID RECOVERY

1. Staff has begun to work on both CDBG and Measure S Grant programs. This \$5,000 grant allows businesses to pay rent, utilities, and other business expenses to stay afloat during the pandemic. Businesses in the DGA area have applied and received a grant or are selected for Round 3 of funding.

2. The Business Community Post COVID-19 survey is current being finalized and will be launched as early as next week. The survey is designed to better understand the needs of the business community post COVID-19 restrictions and what staff can do to help support these businesses. We will need the DGA's help in distributing the link to their Glendale contacts via newsletter and social media platforms.

3. Council has authorized staff to keep the Downtown Glendale Parklets until October. We will be working with the DGA to find permanent solutions to problems seen with the parklets.

B. NEW BUSINESSES IN THE GREATER DOWNTOWN GLENDALE AREA

- Club Pilates Glendale -- 329 N. Brand Blvd
- Glenwood Smoke House--152 S. Brand
- ROCA Pizza Pop Up—The Americana at Brand
- ShareTea- - Glendale Galleria
- Kpop Station- -Glendale Galleria
- DollHouse LA- - Glendale Galleria
- Beard Papa's- - Glendale Galleria
- Chikaboom- - 238 N. Brand Blvd.
- Nonna's Empanadas- - The Americana at Brand

C. GLENDALE TECH WEEK

Glendale Tech Week will be taking place September 20-23, 2021. Tickets are now on sale on Eventbrite- \$5 for Early Bird and \$10 after September 20. The DGA has sponsored the Glendale Tech Week Banners this year and will be included in our top sponsor benefits. The schedule is as follows:

- 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)

D. ARTSAKH AVE RETAIL TENANTS

1. In December 2020, the City of Glendale announced a call for qualifying retailers to participate in a pilot accelerator program for short term use of City-owned commercial space, Artsakh Creative. Nearly 50 applications were submitted in order to qualify for the use of the City-owned units at 117, 123, 127, and 131 N. Artsakh for up to six months. City staff narrowed down the applications to 8 finalists and interviewed them, looking for retailers to complement its vision for the Arts & Entertainment District. Selected participants are in the final stages of providing insurance to the City and executing their Right of entry permits. It is expected that the businesses will move into the units by the end of the summer. Juan Gonzalez will provide more information during our meeting.



CITY OF GLENDALE PRESENTS

CRUISE 2021

FREE EVENT
GlendaleCruiseNight.com



Saturday, July 17, 2021 • 6pm-8pm

COME CRUISE UP AND DOWN BRAND BLVD.

ALTHOUGH OUR ANNUAL COMMUNITY EVENT IS CANCELLED, THE CITY OF GLENDALE INVITES YOU TO SHOW OFF YOUR CLASSIC CAR BY CRUISING UP AND DOWN BRAND BLVD. DOWNTOWN GLENDALE RESTAURANTS ARE OPEN IF YOU WOULD LIKE TO ORDER FOOD OR DINE IN. So, POLISH YOUR CAR AND CRUISE ON OVER TO GLENDALE FOR OUR CRUISE 2021.

-NO BURNOUTS - NO SPEEDING

ALL TRAFFIC, PARKING AND PEDESTRIAN LAWS WILL BE ENFORCED. VEHICLES AND PEDESTRIANS SUBJECT TO CITATIONS IF NOT FOLLOWING RULES.

Reminder: When OUTSIDE OF YOUR VEHICLE, DISTANCING AND INFECTION CONTROL PROTOCOLS APPLY.



@GlendaleCruiseNight

**Downtown Glendale Association
2021 DRAFT Budget 12/01/2020 - 11/30/2021**

		<u>July 2021</u>	<u>Dec 1, 20' - Jul 15, 21'</u>	<u>Year-to-Date</u>	<u>Annual Budget</u>		
Income							
	Assessment Income		1,459,665.46	1,459,665.46		1,331,165.00	
	Carry Forward		299,416.12	299,416.12		299,416.12	
	Contingency						
	Non Assessment						
	Interest Income		224.62	224.62			
	Total Income	0.00	1,759,306.20	1,759,306.20		1,630,581.12	
Expense					Total		
Administration		July 2021	Actual YTD Spent	Projected YTD	% Spent Budget	Annual Budget	% Annual Budget
	Travel						0.00%
	Telecommunications	489.65	4,175.19	5,333.33	52.19%	8,000.00	0.49%
	Staff Contract	16,250.00	130,000.00	130,000.00	66.67%	195,000.00	11.96%
	Printing & Copying		782.08	1,666.67	31.28%	2,500.00	0.15%
	Postage & Mail	7.00	129.55	666.67	12.96%	1,000.00	0.06%
	Office Supplies		190.08	533.33	23.76%	800.00	0.05%
	Memberships		5.00	333.33	1.00%	500.00	0.03%
	Insurance Liability		6,759.40	4,666.67	96.56%	7,000.00	0.43%
	Legal Fees		130.00	2,000.00	4.33%	3,000.00	0.18%
	Board Meetings		74.95	200.00	24.98%	300.00	0.02%
	Bank Charges			266.67	0.00%	400.00	0.02%
	Accounting Fees			4,000.00	0.00%	6,000.00	0.37%
	Admin - Misc.			2,000.00	0.00%	3,000.00	0.18%
	Total Administration	16,746.65	142,246.25	151,666.67	62.53%	227,500.00	13.95%
	Unallocated Reserves		15,437.91	251,172.32	3.59%	430,581.12	26.41%
		0.00	15,437.91	251,172.32	3.59%	430,581.12	26.41%

DISI	July 2021	Actual YTD Spent	Projected YTD	% Spent Budget	Annual Budget	% Annual Budget
Business Attraction			0.00			0.00%
Advertising	40.00	1,227.33	666.67	122.73%	1,000.00	0.06%
Annual Report		549.32	666.67	54.93%	1,000.00	0.06%
Banners		15,297.21	3,333.33	305.94%	5,000.00	0.31%
Glendale Arts Grant		10,000.00	6,666.67	100.00%	10,000.00	0.61%
Mobile App	200.00	1,600.00	1,333.33	80.00%	2,000.00	0.12%
Public Relations	3,000.00	24,000.00	26,666.67	60.00%	40,000.00	2.45%
Placemaking			13,333.33	0.00%	20,000.00	0.00%
Rent, Parking, Utilities	1,044.50	8,388.50	13,333.33	41.94%	20,000.00	1.23%
Seasonal Displays		654.76	13,333.33	3.27%	20,000.00	1.23%
Special Events			0.00			0.00%
Chamber of Commerce		1,000.00	1,666.67	40.00%	2,500.00	0.15%
City Events			0.00			0.00%
Jingle Bell Run			0.00			0.00%
Taste of DT Glendale			0.00			0.00%
International Women's Day			3,333.33	0.00%	5,000.00	0.31%
Special Projects		5,057.19	0.00			0.00%
Videos			0.00			0.00%
Website	400.00	3,200.00	2,666.67	80.00%	4,000.00	0.25%
Total DISI	4,684.50	70,974.31	87,000.00	54.39%	130,500.00	8.00%
SOBO						
Maint. Provider & Ops. Director	61,083.32	488,666.56	488,666.67	66.67%	733,000.00	44.95%
Rent, Parking, Utilities	2,202.51	17,715.48	20,000.00	59.05%	30,000.00	1.84%
Fuel	1,287.79	12,233.35	12,000.00	67.96%	18,000.00	1.10%
Public Space Maintenance	563.10	7,047.81	6,666.67	70.48%	10,000.00	0.61%
SOBO Misc.		2,512.63	666.67	251.26%	1,000.00	0.06%
Capital Improvements		3,630.00	-			0.00%
Supplies	374.60	9,338.00	10,000.00	62.25%	15,000.00	0.92%
Uniforms	394.69	3,019.14	6,666.67	30.19%	10,000.00	0.61%
Ambassador Welfare		2,520.69	6,666.67	25.21%	10,000.00	0.61%
Truck / P.W. Maintenance	131.43	4,071.00	3,333.33	81.42%	5,000.00	0.31%
Automobile Insurance		7,820.30	6,666.67	78.20%	10,000.00	0.61%
Total SOBO	66,037.44	558,574.96	561,333.33	66.34%	842,000.00	51.64%
TOTAL EXPENSES	87,468.59	787,233.43	1,051,172.32	48.28%	1,630,581.12	100.00%

July 2021

Downtown Glendale Association
Social Media

Facebook

Results from the last 28 days

Total Likes: 9,790
Post Reach Peak: 9,083 people reached
Post Engagement: 1,648
Post Occurrence: 5 per week

Twitter

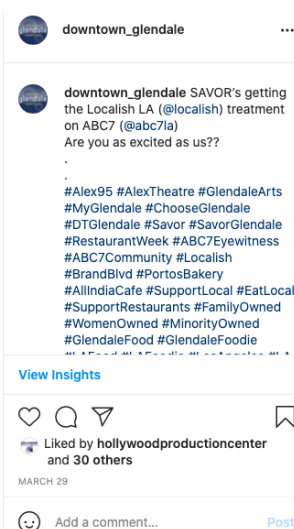
Results from the last 28 days

Total followers: 1,430
Tweet Impressions: 3,248 times a tweet has been delivered to the Twitter stream of our followers and people who retweet our tweets.
Daily Impressions/Visits Average: 178
Tweet: 4 - 3 times per week (includes retweets)

Instagram

Results from the last 30 days

Total followers: 2,088 followers
Posts: 1,016, 5 times per week (includes reposts from other Instagram users and posting stories)
Impressions: 4,368 (total number of times a post has been seen in the past 30 days)
Demographics: Peak times followers see our posts is 9 a.m. - 7 p.m. Most followers are between 25-44 years old. Top locations are Glendale and LA, with 65.3% being women and 34.7% being men.



Downtown Glendale
 Published by IG Downtown Glendale Association · July 1 at 4:59 PM · Instagram ·

Join us in celebrating Independence Day, reconnect with your favorite local businesses, and enjoy the vibrant Al Fresco dining experience while watching the show. This is not a ticketed event and is 3 days away!!

.... [See More](#)





glendalearts.org

116 West California Ave.
Glendale California 91203

phone: 818-243-2611
email: info@glendalearts.org
web: glendalearts.org

Joseph Stitick, President
Greater Downtown Glendale Association
100 N. Brand Blvd., #508
Glendale, CA 91203

Dear Joe,

April 23, 2021

Thank you for supporting **SAVOR!**

As a supporter of the arts and the Alex Theatre, you know Glendale Arts has remained committed to the ongoing preservation and maintenance of the historic Alex Theatre . . . as well as uniting the community. Even during this difficult time.

With the need to reimagine Taste Walk Glendale, **SAVOR** entered the virtual stage the week of April 5-10, 2021. In addition to cooking classes and conversations, we launched Glendale's first Restaurant Week. The week-long series of events emphasized the importance of the arts and community at the intersection of something we all love, food!

We appreciate your support of SAVOR through your \$10,000 sponsorship and marketing partnership. In addition, thank you for your unwavering support throughout the year.

The US Chamber of Commerce asserts **partnerships with good government and smart philanthropy, the arts can come back to life, bigger and better than before.**

When we get to the other side of the pandemic, there are two big areas that are going to be priorities: *how do we jump-start the economy? And, how do we reunify the communities?* The arts are going to be central to both. **You understand this, which is why you supported SAVOR! Thank you once again.**

If you have any questions about future events fundraising efforts or the Alex Theatre, please send me an email at ncrowe@glendalearts.org

Sincerely,

Nina Crowe
Managing Director



Greater Downtown Glendale Association

