



**Downtown Glendale Association
Board of Directors Annual Meeting
Tuesday, November 17th, 2020 - 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 Rick Lemmo**
- 2. Approval of September 22nd, 2020 Board Minutes** *Action Item*
- 3. Announcements, public comment**
- 4. City Update on current projects:**
 - a. Annual report process
 - b. Annual report to City Council – January
 - c. Update on Al Fresco program and status of timeline
 - d. Status on grant for COVID related work
 - e. Status on trash receptacles (30) that were supposed to be installed in last fiscal year
 - f. Project review work in having presentations on new developments and projects
 - g. City economic impact on budget from COVID

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

**100 N. Brand Boulevard • Suite 508 • Glendale, CA 91203
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5. Report from Nominations Committee:

- a. Board members from Downtown CBD up for re-nomination, 2 year terms:
Helen McDonagh, Raul Porto, Jennifer Hiramoto, Randy Stevenson
- b. Appointment of Board members for 2020-22 *Action Item*
- c. Election of Officers for 2020:
 - 1. President; *Action Item*
 - 2. Vice President; *Action Item*
 - 3. Secretary; *Action Item*
 - 4. Treasurer *Action Item*

(Executive Committee)

- a. YTD Rough Budget review for FY 20
- b. Executive Committee to come up with preliminary budget (90%) for FY 21
- c. Selection as Rick Lemmo as Government Relations Chair *Action Item*

(DISI Committee) – Helen McDonogh

- a. Holiday decorations, Fall Display, Toy Soldiers
- b. PR and Social Media report – response to video promotion for Downtown
- c. Website update, mobile application
- d. Holiday decorations and costs

SOBO Committee – Randy Stevenson

- a. Report from DMS – Nick L
- b. New Tables/Chairs/Umbrellas *Action Item*
- c. Other

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. 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 than five (5) and more than thirteen (13). 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. *However, at all times, there shall be a minimum one business tenant, who does not own property in the district, who shall be a voting member of the Board.*

(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. *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.



**Downtown Glendale Association
Board of Directors
Tuesday, September 22nd, 2020 – 11:00 a.m.
Zoom Video Conference
www.downtownglendale.com**

Present: Rick Lemmo, Joseph Stitick, Helen McDonagh, Randy Stevenson, Jennifer Hiramoto, Steven Sayers

Absent: Raul Porto

Guests: None

Staff: Marco Li Mandri, Nick Lemmo, Ryan Huffman

Minutes:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions	Rick Lemmo called the meeting to order at 11:00 am. Introductions were completed.	No Action Taken
2. Public Comments and Announcements	Rick opened the floor for public comments and announcements.	No Action Taken
3. City report	Jennifer reviewed the following updates with the committee:	
a. Al Fresco update	Jennifer announced that thanks to the partnership with the Greater Downtown Glendale Association (GDGA) the Al Fresco program has been very successful and popular. The impact of supplying tables, chairs, umbrellas, cleaning, and sanitizing has allowed businesses to retain employees and gain revenue. Rick announced he has received positive comments and it has helped with main goals of	No Action Taken

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

	the organization to create business traffic, bring the public back to Glendale safely, and partner with the city to make it look inviting. Marco announced that he will look for blower style heaters with no flames to potentially purchase for tent type setups for the winter months.	
b. Trash Cans for FY 20, allocated from parking fund	Jennifer announced that the trash cans purchased for FY20 should be placed out by the end of the week.	No Action Taken
c. Trash Cans for FY 21, allocated from parking fund	Marco announced he will work with the city to get more trash receptacles.	No Action Taken
d. City Manager search	Jennifer announced that the Glendale City Manager, Yazmin, announced her retirement date for October 31 st , 2020. The search is ongoing.	No Action Taken
e. Land Use Committee – why aren't projects being sent to the committee	Marco explained that when new construction is going to happen within the District boundaries, it would be nice to see those projects get sent to the Land Use Committee. This would allow the Committee to review the project.	No Action Taken
f. News Racks	Jennifer explained that the City reduced the amount of news racks.	No Action Taken
g. New Businesses	Jennifer announced that the following new businesses should be open in the district: Glenmark Hotel, Mila Rooftop, Maggie's Pastry and Café, and Yolo Chicken. She also said that 24 Hour Fitness, Everest, and Granville closed.	No Action Taken
4. Committee Reports	Rick, Helen, Randy, and Marco went through the following items:	
Executive Committee	Rick and Marco went through the following items:	
a. President selection of Nominations Committee, authorization	Marco reviewed how the nominations committee and selection process works.	Randy moved and Steven seconded the motion to authorize the President to select the Nominations Committee. The motion was

		approved unanimously.
b. Setting of Annual Meeting date in November	Marco reviewed the process for selecting an Annual Meeting date.	Joe moved and Helen seconded the motion to select November 17 th , 2020 at 10:00am, as the Annual Meeting date. The motion was approved unanimously.
c. Reimbursement of Glenoaks properties, Marco	Marco explained that a section of property on Glenoaks has grass and no sidewalk. Marco worked with an Assessment Engineer and determined that it should be treated as an alley and thus the linear frontage will be reduced. This reduction equals to \$3,465.00 in assessments for this fiscal year.	Rick moved and Randy seconded to refund 1000 North Central \$3,465.00 for this fiscal year. The motion was approved unanimously.
d. Insurance claim for sewer flood	DMS Staff explained that raw sewage spilled in to the DGA storage unit. A claim was submitted to the DGA insurance and the insurance paid out \$12,650.49 minus a \$500.00 deductible. The deductible should be returned after the DGA insurance works with the building's insurance.	No Action Taken
e. YTD Budget Report	Marco reviewed the DGA Draft Budget. All categories are under budget. Marco explained that DISI is under budget because events are not happening. He explained these funds will most likely be carryforward to next fiscal year. Rick explained that because of the pandemic and rent deferral, it is unknown what consequences this will have on collecting assessment revenues. They paused any charitable payments until it's been determined if the DGA will collect its assessments.	No Action Taken
f. 90% and 80% budgets for FY 21	Marco explained that Joe asked him to put together a 90% and 80% collection of assessment budget to discuss what could be the possibilities. Marco said the Carryforward is not known yet but	No Action Taken

	will help if the assessment collections are lower. Joe wanted to look at the different line items to see what is prioritized. Rick commented that the maintenance, holiday décor, and administration of the district should be the main focus.	
g. Al Fresco video contest – Welcome Back Glendale	Rick announced that the DGA Karaoke contest with Mario Lopez was started. This will hopefully help businesses and the District.	No Action Taken.
DISI	Helen and Marco went through the following items:	
a. Holiday Decorations, Fall Displays, Toy Soldiers	DMS Staff announced that they would be installing Fall decorations soon. After the Fall decorations are up, they would start purchasing Winter holiday decorations.	No Action Taken
b. Events for the rest of the year	Helen announced she doesn't believe any events will take place for the rest of the year. The Jingle bell run may be a virtual event this year. Rick explained that the main reason for sponsoring and supporting events is to bring people to the District. A virtual event will not do this and thus the district should think about not supporting virtual events. Rick asked this to be an Agenda Item for the next Board Meeting.	No Action Taken
c. PR and Social Media Report	Helen reviewed the supplied PR and Social Media Report.	No Action Taken
d. Website update, mobile application	Helen gave a brief update and staff confirmed that Sedna Solutions has been doing an excellent job on updating the website.	
e. Status of Bridge Link / 134 Bridges	Jennifer announced that the Bridge Link project has taken a lower priority because of the pandemic and other important programs that have been coming out.	No Action Taken
SOBO	Randy and Marco went through the following items:	
a. Report from DMS, heat	Staff gave an update on services. The Ambassadors continue to focus on sanitizing high touch areas; like, sidewalk crossing buttons, tables, chairs, and trash can lids. They have been increasing the pressure washing too in the Al Fresco areas. Staff also reviewed that they have over 200 banked hours to be used during the holidays. Finally, Staff discussed they have	No Action Taken

	thermometers, gloves, face masks, and have followed all protocols. Discussion followed.	
b. Executive Committee	This item was already discussed earlier in the meeting.	No Action Taken
c. New Tables/Chairs /Umbrellas	DMS Staff announced that they needed to purchase more tables, chairs, and umbrellas for the Al Fresco areas and to replaced broken equipment. Rick asked for all the tables and chairs to be marked property of the DGA and to make sure that whenever they get placed the city or businesses know they will need to be returned to the DGA when they are no longer using them. Staff explained they are locked together to make it hard to steal. Discussion followed.	Ricked moved and Joe seconded the motion to spend up to \$10,000.00 from the capital improvements line item to purchase more tables, chairs, and umbrellas. The motion was approved unanimously.
5. Other	a. Jennifer announced that the City received 40,000 bottles of hand sanitizer. The DGA Ambassadors and Staff helped get the sanitizer to the businesses that need it. She also announced there was a \$500 PPE grant that Marco will apply for. b. Steven announced the Glendale Galleria is still closed and all indoor malls in LA County are still closed.	No Action Taken
6. Next Meeting	Next meeting will be the Annual meeting and will be held on November 17 th , at 10:00am. It will be a Zoom meeting.	No Action Taken

Minutes taken by Ryan Huffman, Staff/New City America



Greater Downtown Glendale District Association Board of Directors
Nomination Form – 2020. Due Friday November 6th, 2020
Annual Board meeting to be held via zoom/video on
Tuesday - November 17th, 2020

Address of Property owned or represented: 115-117 1/2 WEST DRYDEN

Owner or Authorized Representative Name: RANDY STEVENSON (Print)

Are you currently on the Board of Directors: Yes [X] No

Are you currently serving on a Committee of the Board? Yes [X] No

Do you support the goals of the Association to improve the Greater Downtown Glendale CBD through the Downtown Glendale Association? Yes [X] No

Would you like to nominate yourself to the Board for a property owner seat commencing November 2020 and serving for 2 years? Yes [X] No

Name of other nominee (accepted by nominee)

Your name (as owner or authorized representative): Randy Stevenson (Sign name)

Date signed: 10/15/20

Eligibility verified/Assessments current (done by staff)

Please return by mail at the address listed below or scan the document and send to ryan@downtownglendale.com, or fax to: 818-484-2618

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Nomination Form – 2020. Due Friday November 6th, 2020
Annual Board meeting to be held via zoom/video on
Tuesday - November 17th, 2020**

Address of Property owned or represented: 589 Americana Way

Owner or Authorized Representative Name: Rick Lemmo (Print)

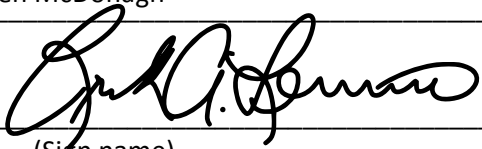
Are you currently on the Board of Directors: Yes No

Are you currently serving on a Committee of the Board? Yes No

Do you support the goals of the Association to improve the Greater Downtown Glendale CBD through the Downtown Glendale Association? Yes No

Would you like to nominate yourself to the Board for a property owner seat commencing November 2020 and serving for 2 years? Yes No

Name of other nominee (accepted by nominee) Helen McDonagh

Your name (as owner or authorized representative): 
(Sign name)

Date signed: 11/5/2020

Eligibility verified/Assessments current (done by staff) _____

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Greater Downtown Glendale District Association Board of Directors
Nomination Form - 2020. Due Friday November 6th, 2020
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Tuesday - November 17th, 2020

Address of Property owned or represented: 315 N. Brand Blvd.

Owner or Authorized Representative Name: Raul R. Porto (Print)

Are you currently on the Board of Directors: Yes [checked] No []

Are you currently serving on a Committee of the Board? Yes [] No [checked]

Do you support the goals of the Association to improve the Greater Downtown Glendale CBD through the Downtown Glendale Association? Yes [checked] No []

Would you like to nominate yourself to the Board for a property owner seat commencing November 2020 and serving for 2 years? Yes [checked] No []

Name of other nominee (accepted by nominee) NONE

Your name (as owner or authorized representative): Raul R. Porto (Sign name)

Date signed: [Signature] NOV-10-2020

Eligibility verified/Assessments current (done by staff)

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Nomination Form - 2020. Due Friday November 6th, 2020
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Address of Property owned or represented: 210 N. BRAND BLVD, Glendale, CA 91203

Owner or Authorized Representative Name: NOUBAR ABRAMIAN (Print) For Abrahamian Family Trust

Are you currently on the Board of Directors: Yes ___ No X

Are you currently serving on a Committee of the Board? Yes ___ No X

Do you support the goals of the Association to improve the Greater Downtown Glendale CBD through the Downtown Glendale Association? Yes X No ___

Would you like to nominate yourself to the Board for a property owner seat commencing November 2020 and serving for 2 years? Yes X No ___

Name of other nominee (accepted by nominee) NOUBAR ABRAMIAN

Your name (as owner or authorized representative): [Signature] (Sign name)

Date signed: 10/7/2020

Eligibility verified/Assessments current (done by staff) _____

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Address of Property owned or represented: 115-123 W. Wilson Ave.

Owner or Authorized Representative Name: Lillie Sue Makhanian (Print)
Lillie Sue Makhanian

Are you currently on the Board of Directors: Yes No X

Are you currently serving on a Committee of the Board? Yes No X

Do you support the goals of the Association to improve the Greater Downtown Glendale CBD through the Downtown Glendale Association? Yes X No

Would you like to nominate yourself to the Board for a property owner seat commencing November 2020 and serving for 2 years? Yes No X

Name of other nominee (accepted by nominee)

Your name (as owner or authorized representative): Lillie Sue Makhanian (Sign name)

Date signed: 10/16/20

Eligibility verified/Assessments current (done by staff)

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See attached.

Address of Property owned or represented:

- City of Glendale

Owner or Authorized Representative Name: (Print)

- Glendale Redevelopment Agency

Are you currently on the Board of Directors: Yes [checked] No

Are you currently serving on a Committee of the Board? Yes [checked] No

Do you support the goals of the Association to improve the Greater Downtown Glendale CBD through the Downtown Glendale Association? Yes [checked] No

Would you like to nominate yourself to the Board for a property owner seat commencing November 2020 and serving for 2 years? Yes [checked] No

Name of other nominee (accepted by nominee) Jennifer Hiramoto

Your name (as owner or authorized representative): [Signature] (Sign name)

Date signed: 11/5/2020

Eligibility verified/Assessments current (done by staff)

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**Downtown Glendale Association
2020 DRAFT Budget 12/01/2019 - 11/30/2020**

		<u>NOV 2020</u>	<u>Dec 1, 19' - Nov 30, 20'</u>	<u>Year-to-Date</u>	<u>Annual Budget</u>	
Income						
	Assessment Income		1,430,990.90	1,430,990.90		1,457,074.00
	Carry Forward					130,139.69
	Contingency					(30,000.00)
	Non Assessment - Insurance Claim		11,989.01	11,989.01		
	Non Assessment - Grant		500.00	500.00		
	Interest Income		305.71	305.71		
	Total Income	<u>0.00</u>	<u>1,443,785.62</u>	<u>1,443,785.62</u>		<u>1,557,213.69</u>
Expense					Total	
Administration		<u>NOV 2020</u>	<u>Actual YTD Spent</u>	<u>Projected YTD</u>	<u>% Spent Budget</u>	<u>Annual Budget</u>
	Travel		35.00	1,000.00	3.50%	1,000.00
	Telecommunications	237.03	7,148.30	8,000.00	89.35%	8,000.00
	Staff Contract	16,250.00	195,000.00	195,000.00	100.00%	195,000.00
	Printing & Copying	900.59	1,822.58	2,500.00	72.90%	2,500.00
	Postage & Mail	50.30	960.00	1,000.00	96.00%	1,000.00
	Office Supplies	486.05	705.26	2,000.00	35.26%	2,000.00
	Memberships		1,082.83	2,000.00	54.14%	2,000.00
	Insurance Liability		6,571.00	8,500.00	77.31%	8,500.00
	Legal Fees		2,938.00	10,000.00	29.38%	10,000.00
	Board Meetings		173.43	500.00	34.69%	500.00
	Bank Charges		392.71	500.00	78.54%	500.00
	Accounting Fees		5,525.00	5,000.00	110.50%	5,000.00
	Admin - Misc.		5,432.10	6,000.00	90.54%	6,000.00
	Total Administration	<u>17,923.97</u>	<u>227,786.21</u>	<u>242,000.00</u>	<u>94.13%</u>	<u>242,000.00</u>
	Unallocated		25,502.54	40,113.69	63.58%	40,113.69
	Reserves		0.00	0.00	0.00%	65,000.00
		<u>0.00</u>	<u>25,502.54</u>	<u>40,113.69</u>	<u>24.26%</u>	<u>105,113.69</u>

DISI	NOV 2020	Actual YTD Spent	Projected YTD	% Spent Budget	Annual Budget	% Annual Budget
Business Attraction			5,000.00	0.00%	5,000.00	0.32%
Advertising	40.00	2,643.69	10,000.00	26.44%	10,000.00	0.64%
Annual Report		634.77	1,500.00	42.32%	1,500.00	0.10%
Banners		2,700.00	20,000.00	13.50%	20,000.00	1.28%
Glendale Arts Grant		17,500.00	35,000.00	50.00%	35,000.00	2.25%
Mobile App	200.00	2,350.00	2,400.00	97.92%	2,400.00	0.15%
Public Relations	3,000.00	36,000.00	40,000.00	90.00%	40,000.00	2.57%
Placemaking			40,000.00	0.00%	40,000.00	0.00%
Rent, Parking, Utilities	1,044.50	12,532.50	21,000.00	59.68%	21,000.00	1.35%
Seasonal Displays	37,912.67	54,490.50	80,000.00	68.11%	80,000.00	5.14%
Special Events	155.00	580.26	12,000.00	4.84%	12,000.00	0.77%
Chamber of Commerce		2,500.00	5,000.00	50.00%	5,000.00	0.32%
City Events			10,000.00	0.00%	10,000.00	0.64%
Jingle Bell Run		15,000.00	15,000.00	100.00%	15,000.00	0.96%
Taste of DT Glendale			5,000.00	0.00%	5,000.00	0.32%
International Women's Day		4,804.06	10,000.00	48.04%	10,000.00	0.64%
Special Projects		9,980.95	10,000.00	99.81%	10,000.00	0.64%
Videos			1,000.00	0.00%	1,000.00	0.06%
Website	400.00	4,700.00	4,200.00	111.90%	4,200.00	0.27%
Total DISI	42,752.17	166,416.73	327,100.00	50.88%	327,100.00	21.01%
SOBO						
Maint. Provider & Ops. Director	61,083.32	732,999.84	733,000.00	100.00%	733,000.00	47.07%
Rent, Parking, Utilities	2,074.19	25,952.26	30,000.00	86.51%	30,000.00	1.93%
Fuel	518.49	15,963.09	20,000.00	79.82%	20,000.00	1.28%
Public Space Maintenance	135.62	13,977.60	20,000.00	69.89%	20,000.00	1.28%
SOBO Misc.	90.00	2,645.73	10,000.00	26.46%	10,000.00	0.64%
Capital Improvements	2,539.95	4,418.45	15,000.00	29.46%	15,000.00	0.96%
Supplies	1,723.30	17,677.42	20,000.00	88.39%	20,000.00	1.28%
Uniforms	968.12	6,065.05	10,000.00	60.65%	10,000.00	0.64%
Ambassador Welfare	17.03	4,911.37	10,000.00	49.11%	10,000.00	0.64%
Truck / P.W. Maintenance	8.57	4,039.25	5,000.00	80.79%	5,000.00	0.32%
Automobile Insurance	718.70	10,000.00	10,000.00	100.00%	10,000.00	0.64%
Total SOBO	69,877.29	838,650.06	883,000.00	94.98%	883,000.00	56.70%
TOTAL EXPENSES	130,553.43	1,258,355.54	1,492,213.69	80.81%	1,557,213.69	100.00%

DOWNTOWN GLENDALE ASSOCIATION

Income		2019-2020	2020-2021	90%	80%
Assessment Income		1,457,074.00	\$ 1,479,073.00	\$ 1,331,165.00	\$ 1,183,258.00
Carry Forward		130,139.69			
Contingency		(30,000.00)			
Non Assessment Interest Income					
Total Income		1,557,213.69	\$ 1,479,073.00	\$ 1,331,165.00	\$ 1,183,258.00
Expense		Annual Budget	Annual Budget	Annual Budget	Annual Budget
Administration					
Travel	\$	1,000.00	\$ 500.00	\$ -	\$ -
Telecommunications	\$	8,000.00	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00
Staff Contract	\$	195,000.00	\$ 195,000.00	\$ 195,000.00	\$ 195,000.00
Printing & Copying	\$	2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00
Postage & Mail	\$	1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00
Office Supplies	\$	2,000.00	\$ 1,500.00	\$ 800.00	\$ 800.00
Memberships	\$	2,000.00	\$ 1,000.00	\$ 500.00	\$ -
Insurance Liability	\$	8,500.00	\$ 8,500.00	\$ 7,000.00	\$ 7,000.00
Legal Fees	\$	10,000.00	\$ 5,000.00	\$ 3,000.00	\$ -
Board Meetings	\$	500.00	\$ 500.00	\$ 300.00	\$ -
Bank Charges	\$	500.00	\$ 500.00	\$ 400.00	\$ 400.00
Accounting Fees	\$	5,000.00	\$ 6,000.00	\$ 6,000.00	\$ 6,000.00
Admin - Misc.	\$	6,000.00	\$ 6,000.00	\$ 3,000.00	\$ 2,000.00
Total Administration	\$	242,000.00	\$ 236,000.00	\$ 227,500.00	\$ 222,700.00
Unallocated Reserves	\$	40,113.69	\$ 80,073.00	\$ 141,165.00	\$ 6,058.00
	\$	65,000.00	\$ 65,000.00		
	\$	105,113.69	\$ 145,073.00	\$ 141,165.00	\$ 6,058.00
DISI		Annual Budget	Annual Budget	Annual Budget	Annual Budget
Business Attraction	\$	5,000.00	\$ 2,500.00	\$ -	\$ -
Advertising	\$	10,000.00	\$ 5,000.00	\$ 1,000.00	\$ -
Annual Report	\$	1,500.00	\$ 1,500.00	\$ 1,000.00	\$ 500.00
Banners	\$	20,000.00	\$ 10,000.00	\$ 5,000.00	\$ 1,000.00
Glendale Arts Grant	\$	35,000.00	\$ 35,000.00	\$ -	\$ -

Mobile App	\$	2,400.00	\$	-	\$	2,000.00	\$	2,000.00
Public Relations	\$	40,000.00	\$	40,000.00	\$	40,000.00	\$	40,000.00
Placemaking	\$	40,000.00	\$	20,000.00	\$	20,000.00	\$	20,000.00
Rent, Parking, Utilities	\$	21,000.00	\$	21,000.00	\$	20,000.00	\$	20,000.00
Seasonal Displays	\$	80,000.00	\$	20,000.00	\$	20,000.00	\$	20,000.00
Special Events	\$	12,000.00	\$	12,000.00	\$	-	\$	-
Chamber of Commerce	\$	5,000.00	\$	5,000.00	\$	2,500.00	\$	-
City Events	\$	10,000.00	\$	10,000.00	\$	-	\$	-
Jingle Bell Run	\$	15,000.00	\$	15,000.00	\$	-	\$	-
Taste of DT Glendale	\$	5,000.00	\$	5,000.00	\$	-	\$	-
International Women's Day	\$	10,000.00	\$	5,000.00	\$	5,000.00	\$	5,000.00
Special Projects	\$	10,000.00	\$	10,000.00	\$	-	\$	-
Videos	\$	1,000.00	\$	1,000.00	\$	-	\$	-
Website	\$	4,200.00	\$	4,000.00	\$	4,000.00	\$	4,000.00
		Total DISI	\$	327,100.00	\$	222,000.00	\$	120,500.00
			\$	222,000.00	\$	120,500.00	\$	112,500.00
SOBO								
Maint. Provider & Ops. Director		733,000.00	\$	733,000.00	\$	733,000.00	\$	733,000.00
Rent, Parking, Utilities		30,000.00	\$	30,000.00	\$	30,000.00	\$	30,000.00
Fuel		20,000.00	\$	20,000.00	\$	18,000.00	\$	18,000.00
Public Space Maintenance		20,000.00	\$	20,000.00	\$	10,000.00	\$	10,000.00
SOBO Misc.		10,000.00	\$	10,000.00	\$	1,000.00	\$	1,000.00
Capital Improvements		15,000.00	\$	10,000.00	\$	-	\$	-
Supplies		20,000.00	\$	20,000.00	\$	15,000.00	\$	15,000.00
Uniforms		10,000.00	\$	8,000.00	\$	10,000.00	\$	10,000.00
Ambassador Welfare		10,000.00	\$	10,000.00	\$	10,000.00	\$	10,000.00
Truck / P.W. Maintenance		5,000.00	\$	5,000.00	\$	5,000.00	\$	5,000.00
Automobile Insurance		10,000.00	\$	10,000.00	\$	10,000.00	\$	10,000.00
		Total SOBO	\$	883,000.00	\$	842,000.00	\$	842,000.00
			\$	883,000.00	\$	842,000.00	\$	842,000.00
TOTAL EXPENSES		1,557,213.69	\$	1,479,073.00	\$	1,331,165.00	\$	1,183,258.00

November 11, 2019

Downtown Glendale Association
Social Media

Facebook

Results from the last 28 days

Total Likes: 9,769
Post Reach Peak: 3,959 people reached
Post Engagement: 1,129
Post Occurrence: 5 per week
Contests held:

Twitter

Results from the last 28 days

Total followers: 1,373
Tweet Impressions: 3,335 times a tweet has been delivered to the Twitter stream of our followers and people who retweet our tweets.
Daily Impressions/Visits Average: 83
Tweet: 5 times per week (includes retweets)

Instagram

Results from the last 7 days

Total followers: 2,051 followers
Posts: 947, 5-6 times per week (includes reposts from other Instagram users and posting stories)
Impressions: 3,020 (total number of times a post has been seen in the past 7 days)
Reach: 1,155
Demographics: Peak times followers see our posts is 9 a.m. - 9 p.m. Most followers are between 25-44 years old. Top locations are Glendale and LA, with 63% being women and 37% being men.





Downtown Glendale

Published by Emma Alexa · November 2 at 9:08 AM ·



City of Glendale, CA

November 2 at 8:29 AM ·

You may be hearing a helicopter over [#MyGlendale](#). The Americana at Brand's Holiday Tree has arrived! Local news stations are covering the story.



Downtown Glendale

Published by Emma Alexa · 6d ·

Have you seen the Wings A-Light and Selfies Take Flight at the Museum of Neon Art (MONA)? This week MONA finished the installation of a neon sculpture of glowing rainbow wings facing out of the Museum's window on Brand Boulevard, the main thoroughfare in Downtown Glendale. Take a selfie and tag us!



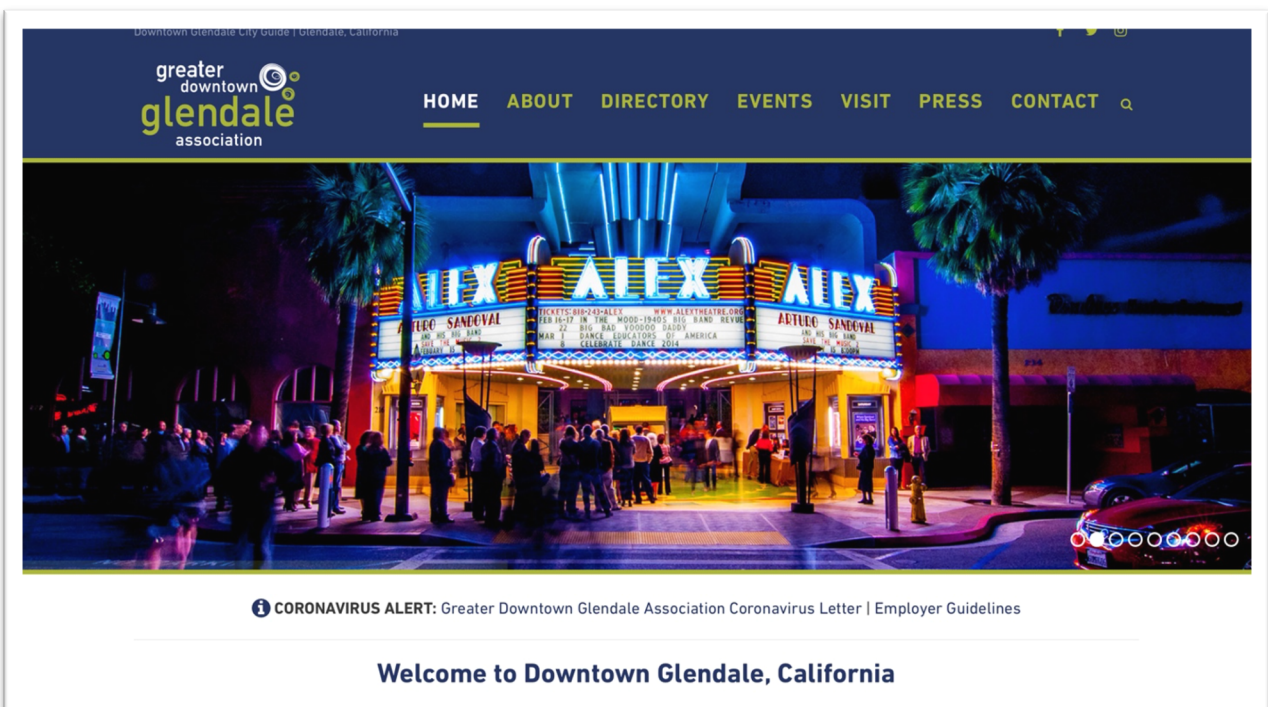
Greater Downtown Glendale Association

Website & Mobile App Report

November 2020

Website & Mobile App Tasks

- Added new articles to the Press section on the website and mobile app.
- Added new reports for Board and Committee meetings on the website.
- Added new documents to the Legal section of the website.
- Managed business listings in the Directory on the website and mobile app.
- Upgrade the WordPress theme to major new release on the website.
- Upgraded the WordPress software and plugins on the website.





Greater Downtown Glendale Association



Nick Lemmo
Nick@districtmaintenance.com
(818) 274-6444