



Rick Lemmo,
President
Raul Porto,
Vice President
Helen McDonagh,
Treasurer
Joe Stitick,
Secretary
Brent Gardner
Phil Lanzafame

**Downtown Glendale Association
Executive Committee Meeting
Tuesday, January 19th 2016, 9 a.m.
100 N Brand Blvd. – 6th Floor Conference Room, Glendale, CA
91203**

**CLOSED SESSION AT THE END OF THE MEETING TO REVIEW RFP
RESPONSES FOR ADMINISTRATION 2016 - 2019**

AGENDA

1. Introductions – Rick Lemmo
2. Public comment and announcements
3. Review of December 15 2015 meeting minutes *Action Item*
4. Review of budget for YTD Fiscal Year 2016, projected carry forward for next year, approval and send to the Board *Action Item*
5. Updates on activities:
 - a. Annual report, newsletter, Annual report to City Council – update
 - b. Farmers market, staff recommendation to close during the winter months commencing immediately and postpone extension of the renewal of the contract until Spring *Action Item*
 - c. Update on CBRE move
 - d. Still not review any new projects for Land Use Committee
 - e. Policy on banners for 2016
 - f. Update on Parking District contract
 - g. Agreement between NCPS and DGA for use of equipment for IPS supplemental contract, funds to go into “non-assessment district revenues” *Action Item*
 - h. Board meeting schedule for 2016

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6. Expansion and changes to district, re-write Management Plan, petition and balloting By August, instruct staff to investigate - update

CLOSED SESSION – ONLY BOARD MEMBERS ALLOWED TO ATTEND

7. Review of RFP responses for next 3 years, as per City contract.

Resolution:

Should the Executive Committee recommend

a) new Executive Director or management company be hired to administer the Downtown Glendale Association for 2016 – 2019 or

*b) should the Committee recommend to the Board that it renew its current contract with New City American/New City Public Spaces for overall administration and oversight of the maintenance program? **Action Item***

REOPEN EXECUTIVE COMMITTEE TO THE PUBLIC AND ANNOUNCE THE DECISION, IF ANY, ON THE ADMINISTRATION PROPOSALS

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 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*



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**Downtown Glendale Association
Executive Committee Meeting
Tuesday, December 15th, 2015 – 12:00pm
La Bella Cucina 204 ½ N. Brand Blvd., Glendale, CA 91203
www.downtownglendale.com**

Present: Rick Lemmo/Caruso Affiliated, Joe Stitick/Investment Property Services, Helen McDonagh/Massage Envy, and Raul Porto/Porto's Bakery

Staff: Marco Li Mandri, Nick Lemmo, and Ryan Huffman

MINUTES

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions	President Rick Lemmo called the meeting to order at 12:00 PM	No Action Taken
2. Public Comments and Announcements	Helen commented on the success of the Jingle Bell Run. She said over 100 runners participated and the majority were not from Glendale. It was a beautiful event. Rick commented on the district and said the district is beautiful. Helen commented on the Tables, Chairs, and Umbrellas that have been added and how great they are to have.	No Action Taken
3. Review of budget for YTD 2015 and projected Carry Forward	Marco gave an update on the status of the YTD financial report. Marco went through each Committee budget and the carry forward. Discussion followed.	Helen moved and Raul seconded the approval of the 2015 YTD financial report. The motion was approved unanimously.

<p>4. Review of budget, allocation, and approval of the YTD Fiscal Year 2016 Budget</p>	<p>Marco went through the proposed budget for 2016, the projected carry forward and each Committee budget. Discussion followed. Marco will present the final budget to the next Exec Committee in January and then to the Committees in January</p>	<p>Raul moved and Joe seconded the approval of the 2016 YTD Draft financial report with changes. The motion was approved unanimously.</p>
<p>5. RFP for Administration</p>	<p>Board Members and Staff discussed RFP to be sent out for Administration Contract. The City contract requires that all contracts be reviewed and bid for a maximum term of 3 years. Since the NCA-NCPS (maintenance oversight) agreement has been in place since January 2013, a new RFP must be issued. The Exec Committee members reviewed the proposed RFP and set a deadline of January 15th. At that time the Executive Committee will review all responses and make a recommendation to the Board to continue the current NCA administrative agreement or choose another individual or party.</p>	<p>Joe moved and Raul seconded the approval of the RFP to be sent out. The motion was approved unanimously.</p>
<p>6. Annual Report to City Council</p>	<p>Marco discussed what would be covered at the Annual Report for the City Council. He would also be showing the City Council a PowerPoint.</p>	<p>No action taken.</p>
<p>7. Expansion and Changes to District, Re-Write Management Plan, Petition and Balloting.</p>	<p>Marco sought approval that Rick and he pursue possible expansion of the district north of the 134 freeway, based upon demonstrated interest from property owners in "North Town" for this expansion. The new properties, if included in the re-boundaried district, would be managed by the DGA with seats for the new property owners, based upon proportional contribution.</p>	<p>Helen moved and Raul seconded the approval for Marco and Rick to look into expansion. The motion was approved unanimously.</p>
<p>8. Next Meeting</p>	<p>Next meeting for the Executive Committee will be on January 19th, 2016 at 9:00.</p>	<p>No action taken.</p>

Minutes taken by Ryan Huffman, Staff.

**Downtown Glendale Association
December 2015 Budget DRAFT**

	Dec 2015	Dec 1 - 31, '15	Year-to-Date	Annual Budget	
Income					
Assessment Income		0.00	0.00	900,478.00	
Carry Forward		129,001.19	129,001.19	129,001.19	
Non Assessment Revenue					
Interest Income	12.60	12.60	12.60		
Total Income	12.60	129,013.79	129,013.79	1,029,479.19	
Expense					
Administration					
Accounting Fees		0.00	333.33	4,000.00	0.00%
Admin - Misc		0.00	83.33	1,000.00	0.00%
Bank Charges	-15.00	-15.00	25.00	300.00	-5.00%
Board Meetings	180.00	180.00	41.67	500.00	36.00%
Insurance Liability		0.00	500.00	6,000.00	0.00%
Legal Fees		0.00	166.67	2,000.00	0.00%
Memberships	106.43	106.43	166.67	2,000.00	5.32%
Office Supplies	26.94	26.94	166.67	2,000.00	1.35%
Postage	19.60	19.60	41.67	500.00	3.92%
Printing & Copying		0.00	83.33	1,000.00	0.00%
Staff Contract	11,083.00	11,083.00	11,083.33	133,000.00	8.33%
Telecommunications	175.00	175.00	208.33	2,500.00	7.00%
Travel		0.00	83.33	1,000.00	0.00%
Total Administration	11,575.97	11,575.97	12,983.33	155,800.00	7.43%
Business Attraction		0.00	1,666.67	20,000.00	0.00%
Contingency		0.00	0.00	0.00	
Unallocated		0.00	3,681.60	44,179.19	0.00%
DGM Expenses	133.12	133.12	0.00	0.00	
	133.12	133.12	5,348.27	64,179.19	0.21%

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DISI

Advertising		0.00	833.33	10,000.00	0.00%
Annual Report		0.00	83.33	1,000.00	0.00%
Banners	12.00	12.00	416.67	5,000.00	0.24%
Glendale Arts Grant		0.00	3,750.00	45,000.00	0.00%
Mobile App		0.00	250.00	3,000.00	0.00%
Public Relations	4,500.00	4,500.00	1,666.67	20,000.00	22.50%
Rent, Parking, Utilities	1,025.00	1,025.00	1,250.00	15,000.00	6.83%
Seasonal Displays	357.88	357.88	5,000.00	60,000.00	0.60%
Special Events		0.00	833.33	10,000.00	0.00%
Chamber of Commerce		0.00	416.67	5,000.00	0.00%
City Events		0.00	1,250.00	15,000.00	0.00%
Jingle Bell Run	10,000.00	10,000.00	833.33	10,000.00	100.00%
Taste of DT Glendale		0.00	416.67	5,000.00	0.00%
Special Projects	143.99	143.99	2,083.33	25,000.00	0.58%
Videos		0.00	416.67	5,000.00	0.00%
Website		0.00	333.33	4,000.00	0.00%
Total DISI	16,038.87	16,038.87	19,833.33	238,000.00	6.74%

SOBO

Landscape Architect		0.00	166.67	2,000.00	0.00%
Maintenance Provider	32,130.00	32,130.00	32,500.00	390,000.00	8.24%
Operations Director	9,166.66	9,166.66	10,000.00	120,000.00	7.64%
Public Space Maintenance	759.16	759.16	1,500.00	18,000.00	4.22%
Rent, Parking, Utilities	1,520.00	1,520.00	1,458.33	17,500.00	8.69%
SOBO Misc	538.72	538.72	416.67	5,000.00	10.77%
Capital Improvements		0.00	1,250.00	15,000.00	0.00%
Supplies		0.00	250.00	3,000.00	0.00%
Uniforms		0.00	83.33	1,000.00	0.00%
Total SOBO	44,114.54	44,114.54	47,625.00	571,500.00	7.72%
TOTAL EXPENSES	71,862.50	71,862.50	85,789.93	1,029,479.19	6.98%

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	2,665.16
December	2015	2,416.35
Total		38,368.69

06/18/15	1,047.00	1,358.00	311.00
06/25/15	1,123.00	1,358.00	235.00
07/02/15	938.52	1,358.00	419.48
07/09/15	1,241.24	1,358.00	116.76
07/16/15	1,080.49	1,358.00	277.51
07/23/15	1,267.60	1,358.00	90.40
08/06/15	1,301.50	1,358.00	56.50
08/13/15	1,284.00	1,358.00	74.00
08/20/15	1,186.64	1,358.00	171.36
08/27/15	1,083.00	1,358.00	275.00
09/03/15	1,207.30	1,358.00	150.70
09/10/15	1,146.88	1,358.00	211.12
09/17/15	1,109.83	1,358.00	248.17
09/24/15	944.20	1,358.00	413.80
10/01/15	813.35	1,358.00	544.65
10/08/15	951.65	1,358.00	406.35
10/15/15	747.40	1,358.00	610.60
10/22/15	806.50	1,358.00	551.50
10/29/15	810.44	1,358.00	547.56
11/05/15	808.81	1,358.00	549.19
11/12/15	1,208.25	1,358.00	149.75
11/19/15	648.10	1,358.00	709.90
11/26/15	-	1,358.00	725.00
Amount owed by DGA			7,845.30

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
11/05/15	808.81
11/12/15	1,208.25
11/19/15	648.10
11/26/15	-
12/03/15	625.00
12/10/15	871.20
12/17/15	895.15
12/24/15	25.00
12/31/15	-
Total	38,368.69

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

Downtown Banner Availability 2016 Calendar Year

- Approximately 131 usable poles in the Downtown district
- The banner poles will accommodate 2 ½' X 6 ¼' size banner

MONTH	Reserved Event*
January	
February	DGA (if no other requests)
March	DGA (if no other requests)
April	DGA
May	DGA
June	DGA
July	DGA
August	Glendale Sunrise Rotary installs banners for their "Not Even for a Minute" campaign.
September	Glendale Sunrise Rotary installs banners for their "Not Even for a Minute" campaign. Glendale Kiwanis installs from Mid September through Mid October for Duck Splash.
October	Glendale Kiwanis installs from Mid September through Mid October for Duck Splash.
November	DGA
December	DGA

*As discussed in the DGA meeting on June 1, 2013, the City has agreed to give the DGA control of the Downtown banner poles any 6 months within the year leaving 3 months for the above events and 3 months unreserved. Those unreserved 3 months may also be available to the DGA if there are no other requests.

**NEW CITY
PUBLIC SPACES**



PROPOSAL FOR NCPS TO REIMBURSE DGA FOR USE OF TRUCK AND PRESSURE WASHER

- 1. New City Public Spaces provides supplemental services to the Exchange Passage way and will be pressure washing 1 to 2 times monthly.**
- 2. New City Public Spaces will reimburse the Downtown Glendale Association \$70 per shift used. (6 hours of pressure washing)**
- 3. New City Public Spaces estimated usage will be a twice per month. (\$140.00 Monthly)**