



**Downtown Glendale Association
Executive Committee Meeting
Wednesday, February 23rd, 2022- 9:00 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 December 8th, 2021 Executive Committee** **Action Item**
- 3. Approval of AB 361, continuing to meet virtual for 30 more days** **Action Item**
- 4. Announcements, public comment**
- 5. City Update on current projects:**
 - a. Update on Al Fresco program
 - b. Update on City's Economic Development forums – Rick
 - c. Distribution of new trash receptacles - Nick
 - d. Project review work in having presentations on new developments and projects
 - e. Bridge link project numbers
 - f. Land Use Committee/Project Review, project at Milford and Brand - status

**Rick Lemmo, President / Government Relations • Raul Porto, Vice President
Randy Stevenson, Vice President • Helen McDonagh, Secretary / Treasurer
Steven Sayers • Bradley Calvert**

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6. Committee Reports:

(Executive Committee)

- | | | |
|----|------------------------------------|--------------------|
| a. | YTD Rough Budget review for FY 22 | <i>Action Item</i> |
| b. | Board/Committee schedule for 2022 | <i>Action Item</i> |
| c. | Nominate John Sadd as Board Member | <i>Action Item</i> |

(DISI Committee) – Helen McDonogh

- | | | |
|----|--|--------------------|
| a. | PR and Social Media report – Mustang | |
| b. | Website update, mobile application – Sedna Solutions | |
| c. | Events for 2022 | |
| d. | Reconstitute Committee | |
| e. | Nominate Luci Ibarra as DISI Committee Member | <i>Action Item</i> |

SOBO Committee – Randy Stevenson

- | | |
|----|--|
| a. | Report from DMS – Nick L |
| b. | New equipment purchase status - update |
| c. | Other |

7. Other

8. Next Exec Committee meeting

9. 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.*



**Downtown Glendale Association
Executive Committee Meeting
Wednesday December 8th, 2021 – 9:00 a.m.
Zoom Video Conference
www.downtownglendale.com**

Present: Randy Stevenson, Helen McDonagh, Rick Lemmo

Absent: Raul Porto

Guests: Carl Hansen

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

Minutes:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions	President, Rick Lemmo called the meeting to order at 9:00 am. Introductions were completed. This was a Zoom meeting due to the COVID shelter in place requirements. Everyone was on video for the meeting, consistent with the Brown Act rules.	No Action Taken
2. Approval of Executive Minutes from October 6th, 2021 Meeting	Rick asked the Executive Committee to review the October 6 th , 2021 minutes.	Helen moved and Randy seconded a motion to approve the October 6th, 2021 minutes. The motion was approved unanimously.
3 Public Comments and Announcements	Rick opened the floor for public comments and announcements. a. Carl Hansen from COCO gave a brief presentation on robotic delivery services.	No Action Taken

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4. Approval of AB 361 allowing us to continue to meet virtually	Marco explained AB361. It was discussed that The Executive Committee would reconsider the circumstances of the state of emergency with the COVID variants. Zoom provides a safe atmosphere to meet and allows measures to promote social distancing. Public comment is allowed and can be easily accommodated with Zoom.	Randy moved and Helen seconded the motion to continue using virtual meetings for all meetings held by the Downtown Glendale Association. This would also be revisited at the next meeting. The motion was approved unanimously.
5. City update on current projects –	<p>a. Marco explained that the annual report was being worked on with New City America, District Maintenance Services and Mustang Marketing. The rough draft should be ready by the 17th, which provides time for review before its due to city staff.</p> <p>b. Marco announced that the Rick would be giving the annual report to the City on January 11th at 3:00pm.</p> <p>c. Marco explained that Brad and the DGA should work together on making sure the Board receives presentations on projects within the district boundaries.</p>	No Action Taken
6. Committee Reports		
Executive Committee	Rick and Marco went through the following items:	
a. YTD Rough Draft Budget for FY2021	Marco reviewed the budget and the collected assessment amounts so far. Marco reviewed all categories and everything is under budget, establishing a healthy carryforward for FY22.	No Action Taken
b. Presentation of budget for FY22	Marco reviewed all items in the proposed budget for FY22. Marco went through ADMIN, DISI, and SOBO reviewing all items and answering questions. It was discussed to look into scheduling a depreciation schedule. It was also discussed to look at allocating funds for capital improvements and asset allocations.	Helen moved and Randy seconded a motion to recommend to the Board of Directors the FY22 budget. Rick abstained. The motion passed.
c. COCO presentation	The Executive Committee discussed the COCO presentation.	Rick moved and Randy seconded a motion to

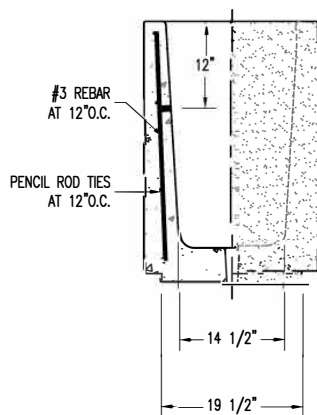
		authorize Helen to work with Mustang Marketing to get a proposal and promote COCO.
7. Other, consideration of staff and maintenance crew bonuses	The Executive Committee discussed allocating money from the carry forward to staff for a bonus. This would be to thank them for working during the pandemic and to help keep staff.	Randy moved and Helen seconded a motion to recommend to the Board of Directors to allocate \$30,000 to be split between New City America, District Maintenance Services, and the Ambassadors. Each of the three would receive \$10,000. Rick abstained. The motion passed.
8. Next Executive Committee Meeting	The next Executive Committee meeting will be decided at the Board of Directors Meeting.	No Action Taken
9. Adjournment	The meeting was adjourned.	

Minutes taken by Ryan Huffman, Staff/New City America

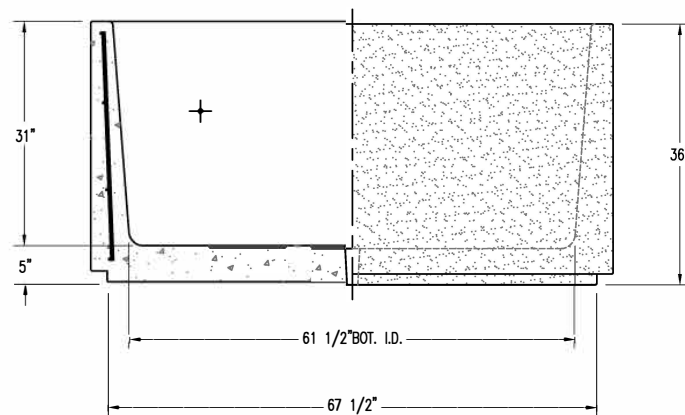


Bridge Link Project

Cost for planters - One Side of Bridge on Brand & Central \$117,500



SECTION/SIDE VIEW



SECTION/ELEVATION VIEW

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Downtown Glendale Association						
2022 DRAFT Budget 12/01/2021 - 11/30/2022						
		JAN 2022	Dec 1, 21' - Nov 30, 22'	Year-to-Date	Annual Budget	
Income						
	Assessment Income	701,326.21	701,326.21	701,326.21	1,479,072.90	
	Carry Forward		479,144.60	479,144.60	479,144.60	
	Contingency					
	Non Assessment					
	Interest Income	27.25	45.85	45.85		
	Total Income	701,353.46	1,180,516.66	1,180,516.66	1,958,217.50	
Expense					Total	
Administration		JAN 2022	Actual YTD Spent	Projected YTD	% Spent Budget	Annual Budget % Annual Budget
	Travel		0.00	0.00	0.00%	0.00 0.00%
	Telecommunications	542.19	976.76	1,333.33	12.21%	8,000.00 0.41%
	Staff Contract	18,750.00	37,500.00	37,500.00	16.67%	225,000.00 11.49%
	Printing & Copying		0.00	416.67	0.00%	2,500.00 0.13%
	Postage & Mail		0.00	166.67	0.00%	1,000.00 0.05%
	Office Supplies	17.08	32.64	500.00	1.09%	3,000.00 0.15%
	Memberships		0.00	83.33	0.00%	500.00 0.03%
	Insurance Liability	4,128.00	6,788.00	1,333.33	84.85%	8,000.00 0.41%
	Legal Fees		0.00	833.33	0.00%	5,000.00 0.26%
	Board Meetings		0.00	50.00	0.00%	300.00 0.02%
	Bank Charges		0.00	66.67	0.00%	400.00 0.02%
	Accounting Fees		0.00	1,250.00	0.00%	7,500.00 0.38%
	Admin - Misc.		10,000.00	2,166.67	76.92%	13,000.00 0.66%
	Total Administration	23,437.27	55,297.40	45,700.00	20.17%	274,200.00 14.00%
	Contingency		0.00	32,851.70	0.00%	197,110.21 10.07%
	Reserves		0.00	24,651.22	0.00%	147,907.29 7.55%
		0.00	0.00	57,502.92	0.00%	345,017.50 17.62%

DISI		JAN 2022	Actual YTD Spent	Projected YTD	% Spent Budget	Annual Budget	% Annual Budget
	Business Attraction		0.00	0.00	0.00%	20,000.00	1.02%
	Advertising	40.00	80.00	1,666.67	0.80%	10,000.00	0.51%
	Annual Report	39.39	605.12	166.67	60.51%	1,000.00	0.05%
	Banners		0.00	6,666.67	0.00%	40,000.00	2.04%
	Glendale Arts Grant		0.00	0.00	0.00%	0.00	0.00%
	Mobile App	200.00	400.00	500.00	13.33%	3,000.00	0.15%
	Public Relations	3,000.00	6,000.00	6,666.67	15.00%	40,000.00	2.04%
	Placemaking		0.00	8,333.33	0.00%	50,000.00	0.00%
	Rent, Parking, Utilities	1,720.00	2,764.50	3,333.33	13.82%	20,000.00	1.02%
	Seasonal Displays	457.30	746.98	18,333.33	0.68%	110,000.00	5.62%
	Special Events		0.00	3,333.33	0.00%	20,000.00	1.02%
	Chamber of Commerce		0.00	833.33	0.00%	5,000.00	0.26%
	City Events		0.00	1,666.67	0.00%	10,000.00	0.51%
	Jingle Bell Run		0.00	833.33	0.00%	5,000.00	0.26%
	Taste of DT Glendale		0.00	0.00	0.00%	0.00	0.00%
	International Women's Day		0.00	833.33	0.00%	5,000.00	0.26%
	Special Projects		28.38	1,666.67		10,000.00	0.51%
	Videos		0.00	0.00		0.00	0.00%
	Website	400.00	800.00	1,000.00	13.33%	6,000.00	0.31%
	Total DISI	5,856.69	11,424.98	55,833.33	3.22%	355,000.00	18.13%
SOBO	Maint. Provider & Ops. Director	66,666.66	133,333.32	133,333.33	16.67%	800,000.00	40.85%
	Rent, Parking, Utilities	3,139.74	5,334.27	5,000.00	17.78%	30,000.00	1.53%
	Fuel	2,326.82	3,963.60	4,666.67	14.16%	28,000.00	1.43%
	Public Space Maintenance	661.10	926.57	2,500.00	6.18%	15,000.00	0.77%
	SOBO Misc.	303.02	11,433.07	2,666.67	71.46%	16,000.00	0.82%
	Capital Improvements		122.13	4,166.67	0.49%	25,000.00	1.28%
	Supplies	1,074.18	1,971.51	3,333.33	9.86%	20,000.00	1.02%
	Uniforms	241.15	360.11	1,666.67	3.60%	10,000.00	0.51%
	Ambassador Welfare	278.36	1,731.81	3,333.33	8.66%	20,000.00	1.02%
	Truck / P.W. Maintenance	1,412.25	1,700.71	1,666.67	17.01%	10,000.00	0.51%
	Automobile Insurance		0.00	1,666.67	0.00%	10,000.00	0.51%
	Total SOBO	76,103.28	160,877.10	164,000.00	16.35%	984,000.00	50.25%
	TOTAL EXPENSES	105,397.24	227,599.48	323,036.25	11.62%	1,958,217.50	100.00%



Downtown Glendale Association
Social Media Report

February 2022

Facebook

	Total Likes	Post Reach Peak	Post Engagement
Feb-22	9,797	6,072	1,509
Dec-21	9,794	6,946	1,629

Instagram

	Followers	Impressions
Feb-22	2,140	4,133
Dec-21	2,117	4,450

*Peak times followers see our posts is 9 a.m. - 7 p.m. Most followers are between 25-54 years old.
Top locations are Glendale and LA, with 64.2% being women and 35.7% being men.

Twitter

	Followers	Impressions
Feb-22	1,461	2,387 times
Dec-21	1,455	2,001 times



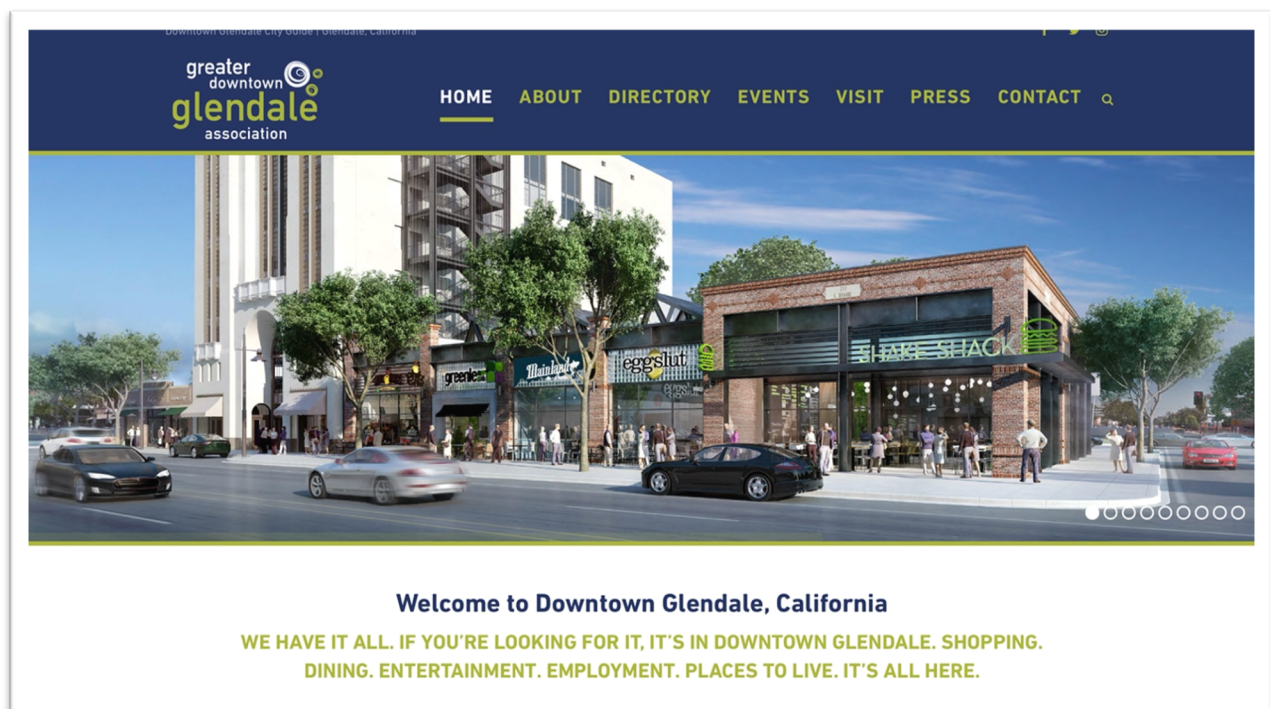
Greater Downtown Glendale Association

Website & Mobile App Report

February 2022

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.
- Managed business listings in the Directory on the website and mobile app.
- Managed event listings on the Events Calendar on the website and mobile app.
- Upgraded the WordPress software and plugins on the website.





Greater Downtown Glendale Association

