



**Downtown Glendale Association
Executive Committee Meeting
Wednesday, October 6th, 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 Joe Stitick**
- 2. Approval of July 20th, 2021 Executive Committee Minutes** *Action Item*
- 3. Announcements, public comment**
- 4. City Update on current projects – to be discussed at Board meeting**
 - a. Updates from City on GDGA rep
 - b. City willing to fund through ARPA funds?
 - c. Pending City Council actions
 - d. Newsracks
- 5. COMMITTEE REPORTS:**
(Executive Committee) – Joe Stitick
 - a. Budget Update – go back to 100% for FY 2022 *Action Item*
 - b. Budget requests: see attached *Action Item*

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

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- c. Request by Marriott to get services from the DGDA **Action Item**
Marriott regarding their request to join and costs (Action)
APN: 5642-005-096, Projected Assessment \$8,380.52, Address 199 N. Louise St
- d. Financial Review completed

(DISI Committee) – Helen McDonagh

- a. Events for 2022
- b. Six month reservation for banners, 2022

(SOBO Committee) – Randy Stevenson

- a. Report from DMS – Nick L
- b. Extend Ambassador office lease at Glendale Galleria **Action Item**

6. Other

7. Next Executive Committee 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



**Downtown Glendale Association
 Executive Committee Meeting
 Tuesday, July 20th, 2021 – 9:00 a.m.
 Zoom Video Conference
 www.downtownglendale.com**

Present: Joseph Stitick, Raul Porto, Helen McDonagh, Rick Lemmo

Absent: None

Guests: Jeff Brown

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 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 April 13th, 2021	Joe asked the Executive Committee to review the April 13 th , 2021 minutes.	Rick moved and Helen seconded a motion to approve the April 13th, 2021 minutes. The motion was approved.
3 Public Comments and Announcements	Joe opened the floor for public comments and announcements.	No Action Taken
4. City Update on current projects – to be discussed at Board meeting	Marco announced that Glendale City Staff would be joining the Board meeting to discuss the following topics:	No Action Taken

Joseph Stitick, President • Raul Porto, Vice President
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	<p>a. Juan Gonzalez – update about Artsakh Creative project/retail shops</p> <p>b. Cruise Night - update</p> <p>c. Tad Dombroski, Parking Manager, Parking Meter Pole art, 10 new trash receptacles;</p> <p>d. Bradley Calvert, Al Fresco program</p> <ol style="list-style-type: none"> 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. <p>e. City update on the 10 major art installations that LeBasse Projects is managing and supporting the city with.</p> <p>f. Bridge Link status</p>	
5. Committee Reports		
Executive Committee	Joe and Marco went through the following items:	
a. Need for, Parklette Task Force, recommendations to the City on their continuation	<p>Marco explained that the parkettes need to follow state guidelines which may prevent roof overhangs over the structures. It has a max of 45 inches and the fire Chief can make them be removed. Marco further explained that once the parklette has been established for over 180 days it becomes permanent. The Little Italy Association has petitioned the Governor for one year to extend temporary buildings codes. The California Restaurant Association likes outdoor dining and the use of parklettes. Discussion will continue at the Board meeting and a Task force maybe needed.</p>	No Action Taken
b. Budget Update (90%), status	<p>Marco reviewed the budget and the collected assessment amounts so far. The Board has collected close to 98% of 100% of the full assessments.</p>	No Action Taken
c. Setting Annual Meeting date, Appoint Nominations Committee	<p>Marco explained the need to set the annual meeting date and nominations committee at the Board Meeting.</p>	No Action Taken

d. Budget reallocations	The Executive Committee reviewed specific line items to be increased since the assessment amounts have reached 98%. Discussion followed.	Rick moved and Helen seconded to recommend 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 Supplies - \$5,000
e. Status on agreement with the City on amending the boundaries	Marco explained that the City Council approved the DGA amended boundaries and all parties agreed. Services have stopped at the parcel since the reimbursement check was cent certified and signed for.	No Action Taken
DISI Committee	Helen went through the following items:	
a. Mario Lopez contest pending	Helen explained that this contest has been postponed. It will be brought back up during the holidays.	
SOBO Committee	Staff went through the following items:	
a. Report from DMS	Nick explained that homeless population has increased in the District. 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.	
6. Other	Joe asked if any other discussions were needed.	
7. Next Executive Committee Meeting	Joe announced the next Executive Committee meeting will be on October 6 th at 9:00 a.m. It will still most likely be a Zoom meeting; however, staff will work with the building about having a portion of members attend in person if desired.	No Action Taken
8. Adjournment	The meeting was adjourned.	No Action Taken

Minutes taken by Ryan, Staff/New City America



October 6, 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. The Business Community Post COVID-19 survey results has been received by Economic Development. Staff will be preparing a Council Report to highlight the results and implement change as needed per the business and community feedback.
2. Staff is working with Studio111 on the design aspect and implementation of the Downtown Glendale parklets.

B. NEW BUSINESSES IN THE GREATER DOWNTOWN GLENDALE AREA

- Toyzania- Glendale Galleria
- Windor (Coming Soon)- Glendale Galleria
- Super Fantasy Land- Glendale Galleria
- SLFIE World Los Angeles- Glendale Galleria
- Chalice Collections- Glendale Galleria
- Blue Nile (Coming Soon)- Glendale Galleria
- Lady Elite- Glendale Galleria
- Naked Frankie (131 N. Artsakh Ave.)
- Glendale Cultural & Art Center (132 N. Artsakh Ave.)

C. GLENDALE TECH WEEK

The Fifth Annual Glendale Tech Week took place on September 20-23, 2021. Thank you to the GDGA for your Banner Sponsorship and Joe Stitick for representing the GDGA and presenting two different award categories. Another successful GTW has officially been completed!

D. ARTSAKH AVE RETAIL TENANTS

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. Applications for Round 2 are ongoing and will be accepted through October 15. The current participants moved into their units in August/September 2021 and will finish their participation in January/February 2022. It is expected that the participants for Round 2 will move into their units in February/March 2022.

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

		<u>SEP 2021</u>	<u>Dec 1, 20' - Nov 30, 21'</u>	<u>Year-to-Date</u>	<u>Annual Budget</u>	
Income						
	Assessment Income	6,984.34	1,469,361.00	1,469,361.00		1,331,165.00
	Carry Forward		299,416.12	299,416.12		299,416.12
	Contingency					
	Non Assessment					
	Interest Income	33.61	339.47	339.47		
	Total Income	7,017.95	1,769,116.59	1,769,116.59		1,630,581.12
Expense						
Administration					Total	
		<u>SEP 2021</u>	<u>Actual YTD Spent</u>	<u>Projected YTD</u>	<u>% Spent Budget</u>	<u>Annual Budget</u>
	Travel					0.00%
	Telecommunications	600.87	5,300.38	6,666.67	66.25%	8,000.00
	Staff Contract	16,250.00	162,500.00	162,500.00	83.33%	195,000.00
	Printing & Copying	192.92	1,166.81	2,083.33	46.67%	2,500.00
	Postage & Mail		129.55	833.33	12.96%	1,000.00
	Office Supplies	10.95	526.23	666.67	65.78%	800.00
	Memberships	14.00	19.00	416.67	3.80%	500.00
	Insurance Liability		6,759.40	5,833.33	96.56%	7,000.00
	Legal Fees		130.00	2,500.00	4.33%	3,000.00
	Board Meetings		74.95	250.00	24.98%	300.00
	Bank Charges			333.33	0.00%	400.00
	Accounting Fees	300.00	5,800.00	5,000.00	96.67%	6,000.00
	Admin - Misc.			2,500.00	0.00%	3,000.00
	Total Administration	17,368.74	182,406.32	189,583.33	80.18%	227,500.00
	Unallocated Reserves		15,437.91	314,650.93	4.09%	377,581.12
		0.00	15,437.91	314,650.93	4.09%	377,581.12

DISI	SEP 2021	Actual YTD Spent	Projected YTD	% Spent Budget	Annual Budget	% Annual Budget
Business Attraction			0.00			0.00%
Advertising	340.00	1,607.33	1,666.67	80.37%	2,000.00	0.12%
Annual Report	194.30	743.62	833.33	74.36%	1,000.00	0.06%
Banners		22,063.36	16,666.67	110.32%	20,000.00	1.23%
Glendale Arts Grant		10,000.00	10,000.00	100.00%	10,000.00	0.61%
Mobile App	200.00	2,000.00	2,000.00	83.33%	2,400.00	0.15%
Public Relations	3,000.00	30,000.00	33,333.33	75.00%	40,000.00	2.45%
Placemaking			16,666.67	0.00%	20,000.00	0.00%
Rent, Parking, Utilities	1,046.00	10,483.00	16,666.67	52.42%	20,000.00	1.23%
Seasonal Displays	7,553.72	8,208.48	16,666.67	41.04%	20,000.00	1.23%
Special Events			0.00			0.00%
Chamber of Commerce	250.00	1,250.00	2,083.33	50.00%	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			4,166.67	0.00%	5,000.00	0.31%
Special Projects	1,223.24	6,900.58	8,333.33		10,000.00	0.61%
Videos			0.00			0.00%
Website	400.00	4,019.99	4,666.67	71.79%	5,600.00	0.34%
Total DISI	14,207.26	97,276.36	133,750.00	61.37%	158,500.00	9.72%
SOBO						
Maint. Provider & Ops. Director	61,083.32	610,833.20	610,833.33	83.33%	733,000.00	44.95%
Rent, Parking, Utilities	2,175.99	22,150.02	25,000.00	73.83%	30,000.00	1.84%
Fuel	3,237.04	18,155.57	15,000.00	100.86%	18,000.00	1.10%
Public Space Maintenance	1,392.37	9,704.63	12,500.00	64.70%	15,000.00	0.92%
SOBO Misc.	895.20	3,407.83	5,000.00	56.80%	6,000.00	0.37%
Capital Improvements		3,630.00	8,333.33	36.30%	10,000.00	0.61%
Supplies	953.32	10,718.55	16,666.67	53.59%	20,000.00	1.23%
Uniforms	692.56	4,421.34	8,333.33	44.21%	10,000.00	0.61%
Ambassador Welfare	681.17	3,527.45	8,333.33	35.27%	10,000.00	0.61%
Truck / P.W. Maintenance	980.89	5,443.41	4,166.67	108.87%	5,000.00	0.31%
Automobile Insurance		7,820.30	8,333.33	78.20%	10,000.00	0.61%
Total SOBO	72,091.86	699,812.30	722,500.00	80.72%	867,000.00	53.17%
TOTAL EXPENSES	103,667.86	994,932.89	1,360,484.27	61.02%	1,630,581.12	100.00%

Downtown Glendale Association Balance Sheet

DRAFT

As of September 30, 2021

ASSETS	
Current Assets	
Checking	774,183.70
Accounts Receivable	<u>13,400.00</u>
Total Current Assets	787,583.70
Fixed Assets	<u>25,063.01</u>
TOTAL ASSETS	<u>812,646.71</u>
LIABILITIES & EQUITY	
Equity	<u>812,646.71</u>
TOTAL LIABILITIES & Equity	<u>812,646.71</u>



Greater Downtown Glendale Association Budget Additional Requests

<i>Two New Computers & Software</i>	<i>\$3,900</i>
<i>Holiday Banners</i>	<i>\$20,000</i>
<i>Holiday Lights, Displays, Decorations</i>	<i>\$60,000</i>
<i>Fuel</i>	<i>\$6,000</i>
<i>8 Trash Receptacles</i>	<i>\$6,650</i>
<i>Truck/Pressure Washer Maintenance</i>	<i>\$2,500</i>



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Here is the projected assessment for Marriott Residence.

APN: 5642-005-096
Owner: First Baptist Church of Glendale / Louise Hotels LLC
Address: 199 N. Louise St.

BLDG SF	100,278	\$	0.04	\$ 4,011.12
LOT SF	29,960	\$	0.07	\$ 1,947.40
Linear Frontage	346	\$	7.00	\$ 2,422.00

**Projected
Assessment \$ 8,380.52**



THE ACCOUNTANCY

forward thinking for your financial future

Independent Accountant's Review Report

Board of Directors
Downtown Glendale Association
Glendale, California

We have reviewed the accompanying financial statements of Downtown Glendale Association, which comprise the statements of financial position as of November 30, 2020 and November 30, 2019 and the related statements of activities, functional expenses and cash flows for the periods then ended, and the related notes to the financial statements. A review includes primarily applying analytical procedures to management's financial data and making inquiries of company management. A review is substantially less in scope than an audit, the objective of which is the expression of an opinion regarding the financial statements as a whole. Accordingly, we do not express such an opinion.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation and maintenance of internal control relevant to the preparation and fair presentation of the financial statements that are free from material misstatement whether due to fraud or error.

Accountant's Responsibility

Our responsibility is to conduct the review engagement in accordance with Statements on Standards for Accounting and Review Services promulgated by the Accounting and Review Services Committee of the AICPA. Those standards require us to perform procedures to obtain limited assurance as a basis for reporting whether we are aware of any material modifications that should be made to the financial statements for them to be in accordance with accounting principles generally accepted in the United States of America. We believe that the results of our procedures provide a reasonable basis for our conclusion.

Accountant's Conclusion

Based on our review, we are not aware of any material modifications that should be made to the accompanying financial statements in order for them to be in accordance with accounting principles generally accepted in the United States of America.

The Accountancy LLP

Glendale, California

August 25, 2021

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Greater Downtown Glendale Association Banner Schedule 2022

January	GDGA Holiday Banners
February	
March	
April	
May	
June	
July	
August	
September	City of Glendale Tech Week Banners
October	
November	GDGA Holiday Banners
December	GDGA Holiday Banners

Banner Specifications

Type of Material: Vinyl

Finished Width (in.): 24.00

Finished Length (in.) 77.375

Number of Sides to Print: 2

6" Pocket Poles Sewn with a 5" Diameter Opening

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Glendale Galleria Lease Information

In consideration of the rents and covenants hereinafter set forth, Landlord hereby leases to Tenant and Tenant hereby rents from Landlord the premises comprised of approximately **401 square feet** in the building known as Galleria Tower located at 100 West Broadway, Glendale, California (the "Building") on the lobby floor, **Suite 130**, as shown on Schedule A. (the "Premises"), upon the following terms and conditions:

1. Term. This Lease shall be effective and binding on the parties as of the date of full execution of this Lease by Landlord and Tenant (the "Lease Commencement Date"). The term of this Lease (the "Term") shall be for a period of **three (3) years** and Tenant's obligation to pay rental hereunder shall commence on **January 1, 2019** (the "Rental Commencement Date") and shall expire on **December 31, 2021** (the "Termination Date").

2. Annual Basic Rent. Tenant shall pay to Landlord during each rental year of the Term fixed rent equal to the Annual Basic Rent payable in advance on the first day of each month of the Term in equal monthly installments, without notice, demand, abatement as set forth below:

<u>Period</u>	<u>PSF</u> <u>Basic Rent</u>	<u>Annual</u> <u>Basic Rent</u>	<u>Monthly</u> <u>Installment</u>
Year 1:	\$36.78	\$14,748.78	\$1,229.06
Year 2:	\$37.88	\$15,191.24	\$1,265.94
Year 3:	\$39.02	\$15,646.98	\$1,303.92

Tenant shall pay to Landlord, as additional rent, all other sums of money which shall become due hereunder ("Additional Rent") within 30 days of billing. Annual Basic Rent and Additional Rent are collectively referred to as Rental.