



Downtown Glendale Association

Board of Directors Meeting

**Wednesday, February 7th, 2024 - 10:00 a.m.
100 N. Brand Blvd., 6th Floor Conference Room
Glendale, CA 91203**

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

AGENDA

1. **Introductions – President Rick Lemmo**
2. **Approval of November 15th, 2023 Board Minutes** *Action Item*
3. **Announcements, public comment**
4. **City Update on current projects:**
 - a. Annual report process/printed in January
 - b. Annual report to City Council – Report
 - c. Status on Bridge Link project, purchase and timeline
 - d. Project review work in having presentations on new developments and projects – still waiting
 - e. New businesses opening in Downtown
 - f. Estimate on office vacancy rate in Downtown
 - g. Hand billing issues with the City for 2023
5. **(Executive Committee)**
 - a. YTD Rough draft Budget review for FY 24 *Action Item*
 - b. Allocation of funds for International Downtown Association *Action Item*
West Coast Conference in San Diego, February 28th – March 1st
Send Nick L, Ryan, and Javier, 1 night. Estimated cost, not to exceed \$1,300 paid for out of Contingency/Reserve
 - c. 2024 Meeting schedule
 - d. Other

**Rick Lemmo, President / Government Relations • Raul Porto, Vice President
Randy Stevenson, Vice President • Helen McDonagh, Secretary / Treasurer
Craig Gorris • Bradley Calvert • Judee Kendall**

**100 N. Brand Boulevard • Suite 508 • Glendale, CA 91203
Phone: 818.476.0121 • Fax: 818.484.2618 • Info@DowntownGlendale.com
www.DowntownGlendale.com • Facebook & Twitter: DWTNGlendale • #DWTNGlendale**

(DISI Committee) – Helen McDonogh

- a. Seasonal decorations - status and need for updating *Action Item*
- b. PR and Social Media report - Mustang
- c. Website update, Sedna Solutions
- d. Events for 2024, new contractor, Angel City Events
- e. Intl. Women's Day – update & allocation of funds *Action Item*
- f. Other

SOBO Committee – Randy Stevenson

- a. Report from DMS – Nick L
- b. 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*



**Downtown Glendale Association
Board of Directors Annual Meeting
Wednesday, November 15th, 2023 – 10:45 a.m.
100 N. Brand Blvd, 6th Floor Conference Room
Glendale, Ca 91203
www.downtownglendale.com**

- Present:** Randy Stevenson, Bradley Calvert, Helen McDonagh, Raul Porto
- Absent:** Rick Lemmo (Called in via video, not eligible to vote) , Judee Kendall, Craig Gorris
- Guests:** Steve Corrigan/Glendale Police Department, Shaun Carlson/Glendale Police Department
- Staff:** Emma Frawley/Mustang Marketing, Marco Li Mandri and Ryan/NCA, Nick Lemmo/DMS

Minutes:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions	Executive Director, Marco Li Mandri, called the meeting to order at 10:00 am. Introductions were completed. Randy, Raul, Helen, and Bradley were in-person; voting members, consistent with the Brown Act rules. Quorum was met. Rick Lemmo called in due to a conflict, but was participating in the meeting without voting or making motions.	No Action Taken
2. Approval of the September 13th, 2023 Board Minutes	The minutes from the September 13 th , 2023 Board meeting were reviewed.	Randy moved and Raul seconded the motion to approve the minutes from the September 13th, 2023 Board meeting. The

**Rick Lemmo, President / Government Relations • Raul Porto, Vice President
Randy Stevenson, Vice President • Helen McDonagh, Secretary / Treasurer
Craig Gorris • Bradley Calvert • Judee Kendall**

		minutes were approved unanimously.
3. Public Comments and Announcements	Randy opened the floor for public comments and announcements.	No Action Taken
	a. Steve Corrigan and Shaun Carlson from the Glendale Police Department (PD) gave the following update: The PD has started using E-Bikes for patrols. This results in high visibility and allows them to engage with the community. They have seen an increase in pedestrian traffic. They are checking parking lots and trying to prevent crime. Marco discussed using stay away orders to help with the homeless situation and the abuse the ambassadors endure. After the holidays, SOBO Committee will schedule a meeting with Glendale PD to address any concerns. Discussion followed.	
4. City update on current projects	Bradley reviewed the following updates with the Board of Directors:	
a. Annual report process	Emma from Mustang Marketing will start working on the annual report. It is due to the City by January 16 th , 2024.	No Action Taken
b. Annual report to City Council – January 2024	Bradley announced that Rick and Marco would give the annual report for the District to City Council on February 6 th , 2024 at 3:00 pm.	No Action Taken
c. Status on bridge link project, purchase, and timeline	Bradley explained he will be working on the planters and received the recommended specifications from Staff.	No Action Taken
d. Project review work and have presentations on new developments and projects	Bradley said he will work on having information and projects shared with the Board of Directors. Bradley said he will try and prepare an update on the old Sears building and 858 Brand at the next meeting.	No Action Taken
e. New Businesses opening in Downtown	Bradley said he will get a list for the next meeting of new businesses in the district.	No Action Taken
5. Committee Reports		
Nominations Committee	Marco went through the following items:	
a. Board Members	Marco explained that the Nominations Task	No Action Taken

from GDGA up for 2-year terms	Force met and Rick Lemmo, Bradley Calvert, and Craig Gorris were the three nominations received. Letters soliciting self-appointment of property owners were sent to every property owner with the Greater Downtown Glendale Community Benefit District.	
b. Appointment of Board Members for FY 2024-2025	The property owner nominations received were reviewed by the Board of Directors.	Helen moved and Randy seconded the motion to appoint Rick Lemmo, Craig Gorris, and Bradley Calvert to the Board for 2-year terms. The motion was approved unanimously.
c. Election of Officers for 2024	Marco reviewed the Officer positions that the Board of Directors needs to elect for FY2024. He stated that the Board could elect new officers one by one or as a block.	Helen moved and Randy seconded the motion to keep the same officers for 2024. President, Rick Lemmo. Co-Vice Presidents, Randy Stevenson and Raul Porto. Secretary and Treasurer, Helen McDonagh. The motion was approved unanimously.
Executive Committee	Marco went through the following items:	
a. Review of YTD Rough Draft FY23 budget	Marco reviewed the budget, the collected assessments, and carry forward. Marco reviewed the ADMIN, DISI, and SOBO categories. All categories are under budget. Marco's staff is looking into the uncollected assessments. The Board would like the balance sheet added to the next budget. We have almost \$150,000 in non-paid hand billed assessments which are the responsibility of the City's collection process. Discussion followed.	Helen moved and Bradley seconded the motion to approve the FY23 rough draft budget. The motion was approved unanimously.
b. Proposed budget and carry forward for FY2024	Marco reviewed the projected carryforward and announced the FY24 budget would need to be created.	No Action Taken
c. Meeting to set budget, authorize a budget 2024	Marco suggested that a budget Task Force be created to review and authorize a FY24 budget. After the creation of the budget, it will be	Randy moved and Raul seconded the motion to authorize a

Budget Task Force	presented at the next Board Meeting.	Budget Task Force to meet and create the FY24 budget. The motion was approved unanimously. No Action Taken
d. 5% increase for all vendors to be implemented as of December 1st, 2023	Marco explained that the Board previously approved the vendors increasing up to 5% starting in December. This was approved by the Board in the previous year and the cap maximum annual assessment would be 5% for all vendors. Discussion followed	
e. Authorize the Executive Committee to consider staff bonuses for the holidays.	Marco proposed if the Board of Directors would like to authorize staff bonus or not, a task force could be created to discuss before the end of the fiscal year.	Randy moved and Raul seconded a motion to create a Bonus Task force consisting of Executive Committee members to determine, authorize, and issue any holiday bonuses. The motion passed unanimously.
DISI Committee	Marco and Helen went through the following items:	
a. Holiday decorations, Toy Soldiers - update	Staff gave an update that all the tree lights were completed in the medians and sidewalks. These were wrapped with all the new lights that were purchased this fiscal year. Toy Soldiers would be placed out in high traffic areas.	No Action Taken
b. PR and Social Media Report	Emma gave a brief update from Mustang Marketing.	No Action Taken
c. Website update, Sedna Solutions	The report from Sedna Solutions was reviewed from the packet.	No Action Taken
d. Events for 2024 – FUSE Contract	Marco said he will work with Fuse on a list of events and report back to the Board. We were not sure if we would continue the contract in 2024.	No Action Taken
e. Annual Women’s Day event, set up task force by November, set date for Friday March 8th, 2024	Helen announced the International Women’s Day event will be Friday, March 8 th , 2024 at the rooftop of the Glenmark Hotel. The task force will start planning the event in January. Marco will work with Helen on which vendor will help with the planning of the event.	No Action Taken
f. Rough Draft Logo	Marco announced his staff is working on a new logo, will present it to Helen, and then the DISI Committee. He has presented one internally with	No Action Taken

	staff but was not satisfied with it.	
g. Tree Lighting date	There would not be a tree lighting at the Americana this year.	No Action Taken
h. Authorize staff to work with the city on outdoor A-Frame signage	Bradley explained that this is code enforcement. Discussion Followed.	No Action Taken
SOBO Committee	Randy went through the following items:	
a. Update from DMS	Staff gave an update on pressure washing and homeless in the district.	No Action Taken
b. New equipment requests	Staff announced they did not require any new equipment right now.	No Action Taken
6. Other	Randy opened the floor for any other discussions or questions.	No Action Taken
7. Next Meeting	The next meeting will be Wednesday, February, 7 th at 10am. A yearlong schedule will be determined at this meeting. It will be held at 100 N. Brand Blvd, on the 6 th floor.	No Action Taken

Minutes taken by Ryan, Staff/New City America

ANNUAL REPORT 2023



PRESIDENT'S MESSAGE

LOVING THE CHANGES AND ENJOYING OUR GROWING DOWNTOWN GLENDALE

While certain downtowns in the region continue to re-invent themselves in the post-pandemic world, Downtown Glendale has been able to pick up where we left off in early 2020. New businesses continue to come to Downtown Glendale, thousands of new residential units have been built or are under construction, and our public spaces are being used more than ever.

We are very lucky to have two major retail and restaurant anchors in the Glendale Galleria and the Americana, but we are also the home to one of the best bakeries in the LA region, Porto's Bakery. We have hundreds of small businesses who create the fabric of our district.

Our public rights of way are ever-changing. Seasonal displays show people in the valley how our business district can reflect the time of year we are in, and we continue to attract new office workers and visitors to our great hotels. We take pride in our public rights of way, working closely with the Glendale Police Department, Glendale City Council, Community Development Department and City staff to ensure that everyone walking on Brand Boulevard and Central Avenue can see the changes as our city center grows.

We enter 2024 with great hope and know that we are clearly on a positive road now. **We invite those of you who have not visited the Greater Glendale area to come and enjoy the shopping, beauty, walkability, personal services and great mix of restaurants, coffee shops, theatres and bakeries that make us proud of what we have achieved up to this point - and show the path to our future.**

Sincerely,
Rick Lemmo
President of the GDGA

REPORT FROM THE EXECUTIVE DIRECTOR

The Greater Downtown Glendale Association (GDGA) is entering 2024 stronger than ever:

- Glendale was just identified as the sixth safest city in the State of California.
- Over 100 new businesses moved to Greater Downtown Glendale in 2023.
- Hundreds of new residential units are being constructed right now at the turn of 2024, with hundreds more planned for construction this year and in 2025.
- The Greater Downtown Glendale Association anticipates greatly gearing up its special events and promotional activities to bring customers from the entire San Fernando Valley into Downtown to expand and grow our current strong customer base.

All in all, we are very pleased with the support we have received from the property owners, business owners and the City of Glendale to pursue strong growth in the coming years.

We know that the new developments occurring in Downtown will help not only our current businesses, but will also create the critical mass needed to make our Downtown one of the true shining lights for living, visiting, and owning properties and businesses in Downtown.

The Greater Downtown Glendale Association appreciates all of the attention we have received and we know, compared to other downtowns, that we have emerged from the pandemic and see a bright future.

Walk down Brand Boulevard from Stocker on the north to Colorado on the south, as well as Central Avenue, and you will experience this new growth and the depth of our excellent retail and restaurant mix, as we head into the future. Also watch the new public spaces and beautification efforts that the GDGA crew will bring to the area this coming year.

Have a safe, prosperous and happy new year.

– Marco Li Mandri
Executive Director of the GDGA



DGA AMBASSADOR STATS:

- **21,322 42-gallon trash bags;** approximately **394,457 pounds** of litter picked up off the streets and sidewalks
- **341 reports filed**, including broken city property, extensive graffiti and illegal dumping
- **436 cleanups** performed of bio waste and human waste
- **491 homelessness outreach efforts** performed relating to business calls and disturbances
- **1,427** directions/recommendations given
- **928 graffiti tags** cleaned up
- **2,137** stickers/posters removed
- **4,000** bus stops cleaned
- **424** shopping carts returned to businesses or removed from the district

EVENTS 2023

AT A GLANCE

INTERNATIONAL WOMEN'S DAY

52 people attended the third annual International Women's Day event, which was held at the MYA Rooftop at the Glenmark. Diane Doolin led a conversation about bracing equity, which was followed by a reception where guests were able to mingle and network with the speaker.

CRUISE NIGHT

The 28th Annual Glendale Cruise Night took place on Saturday, July 15, 2023. Almost 400 cars filled Brand Boulevard from Broadway to Doran St., with visitors walking the streets to see the cars, eat at our local downtown restaurants and listen to the live music. Performances by "Ticket to Ride – a Tribute to the Beatles," "Gregory Wolfe as Rod Stewart," and "Jumping Jack Flash – THE Tribute to the Rolling Stones" were enjoyed by all. Over 55 local businesses and organizations were in attendance with booths on the street, and local radio and news stations were in attendance, broadcasting live from the event. Staff was able to secure a total of \$45,250 in sponsorships this year to help offset the cost of the event. The evening wrapped up with a fireworks display from behind the main stage. Staff estimated over 40,000 people were in attendance.

GLENDALE TECH WEEK

At Glendale Tech Week, pioneers, business leaders and investors gathered for two days of celebration and connections. Over 2,000 attendees came to exchange ideas at panel discussions, share exciting projects on Demo Day, attract venture capital at the annual PitchFest, and even engage in friendly competition in the Grand Chess Tournament. An awards ceremony capped off the events, recognizing the innovators who make Glendale a growing hub of the tech industry.



BUSINESS SPOTLIGHT

PORTO'S BAKERY

Porto's Bakery, co-owned by Beatriz Porto-Magadan and the Porto family (including Raul Porto, who is the Vice President of the GDGA), was born out of their mother Rosa Porto's love for sharing her wonderful cakes and pastries with friends and family. In 1976, Rosa opened her first official storefront, Porto's Bakery, on Sunset Boulevard in Echo Park, California. Today, the family is still committed to using the finest ingredients from all over the world, ensuring that quality remains the cornerstone of the family tradition. Porto's has gradually grown into six current locations in Glendale, Burbank, Downey, Buena Park, West Covina, and Northridge, with a seventh location in the Downtown Disney® District on the way.



PRESS HIGHLIGHTS

MEDIA ATTENTION

6 media highlights

6 awards



SOCIAL MEDIA INFLUENCE

Facebook

9,792 followers

9,685 likes

Instagram

2,433 followers

X (formerly Twitter)

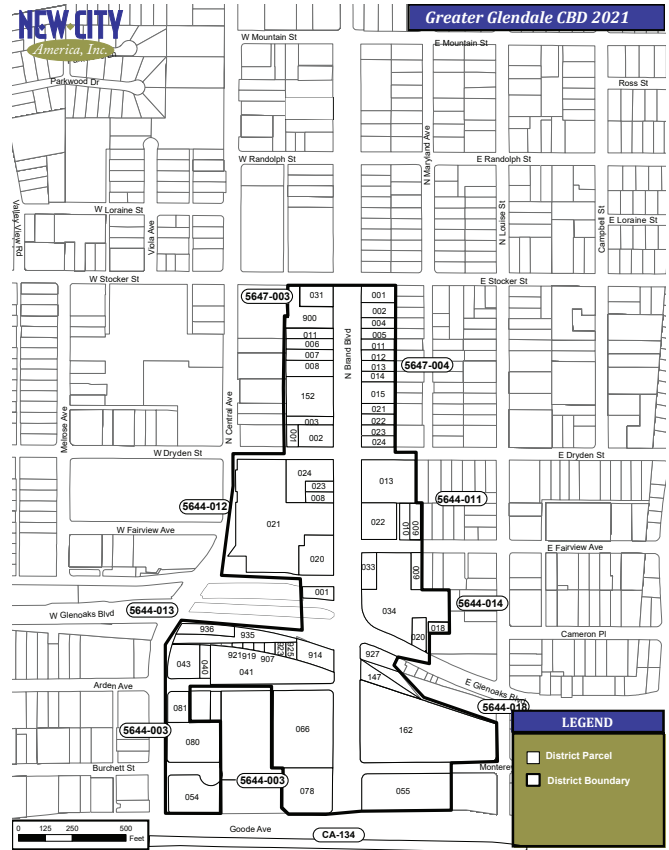
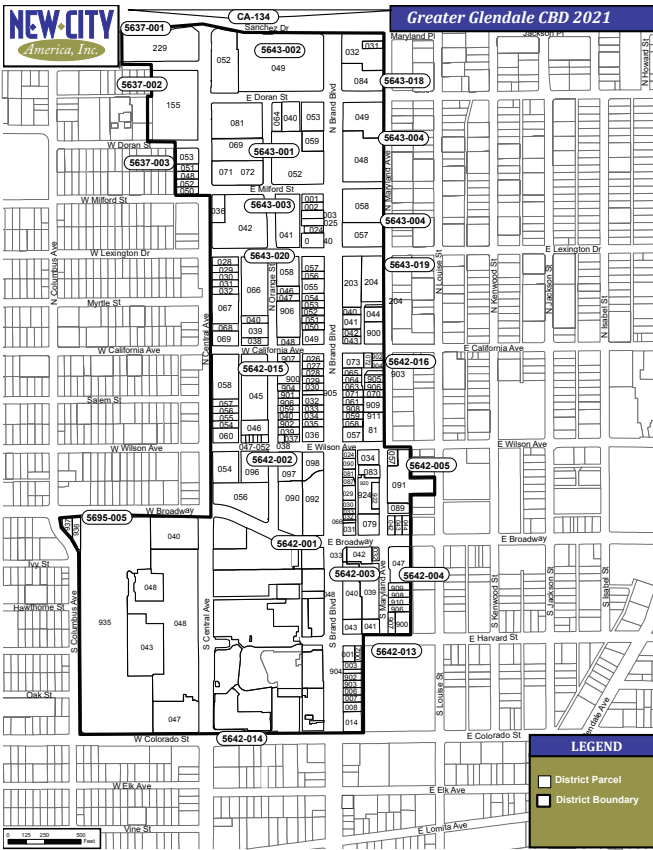
1,480 followers



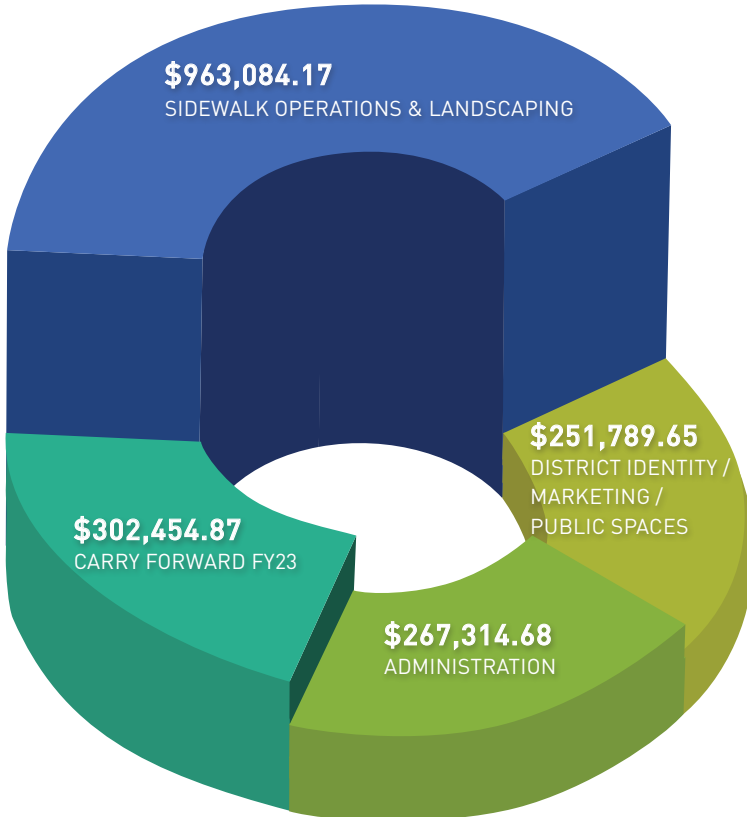
NEW BUSINESSES THAT OPENED IN DOWNTOWN GLENDALE IN 2023

- > 120 Degreez
- > Abraham Lincoln University
- > American Eagle
- > Anthem Blue Cross
- > Arthur Chalekian
- > Artie's Express
- > Arzoomanian Law PC
- > Atlas, Inc.
- > Auntie Anne's
- > Aversano Tax Resolution Glendale
- > Avian Premium Finance
- > Beard Papa's
- > Beyond Limits
- > Block Advisors
- > Boarders
- > California Community Reinvestment Corporation
- > Chalice Collectibles
- > Choupette
- > Cimmarusti Development, LLC
- > Cimmarusti Holdings LLC
- > Clothing LA
- > Comcare Home Health Agency, Inc.
- > Concept 33
- > Cotton On Kids
- > Crumbl Cookies
- > CTA Law
- > Dermtech Mohs Service Group
- > Devil & Angel
- > DLK Law Corp
- > Dodgers Clubhouse
- > Doll House
- > Dorothy Storm - Thrivent
- > East West Bank
- > Escape The Room
- > Euro Kids
- > Euro Tween
- > Express
- > Farmers Insurance
- > Gallini
- > GameStop
- > Genesis Chiropractic & Wellness Center
- > Get YokD
- > Gharibian Law APC
- > Go Junk Less
- > Gradillas Court Reporters Inc.
- > Hearst Integrated Media
- > Integrity Accounting Solutions
- > Introstem
- > It's Boba Time
- > JD Finish Line
- > Kpop Station
- > L&R Construction
- > Lady Elite Milano
- > Lanterman Foundation
- > Law Office Of Eric A. Boyajian
- > Law Offices of Sheldon J. Eskin
- > Limonjyan Law Group
- > LIQ
- > Luxury Nail And Brow Bar
- > Madewell
- > Maison Law
- > Maternity Imaging
- > Meta Wellness
- > meyer2meyer
- > Mrs. Fields
- > Navy Career Center
- > Newport Advisory LLC
- > Pacific Global Investment Management
- > Piercing Pagoda
- > PWC-Porro
- > Reich, Adell & Cvitan
- > Rekon Technologies
- > Reliance Matrix
- > Salt & Fries
- > See Sea
- > Selfie World
- > Soleniverse
- > Spa Glisten
- > Spirit Halloween
- > Sunglass Gallery
- > Suzy Hair Design
- > Target Garage Doors
- > The Coffee Bean And Tea Leaf
- > The Lobby Shop
- > The Travel Store
- > The Walking Company
- > Ticor Title
- > Trans Financial Group
- > VERICRE Commercial Real Estate
- > Viva Concepts
- > We 2 Can Do Training & Fitness
- > Wells Fargo
- > White House | Black Market
- > Windsor
- > Yan Marketing

GREATER DOWNTOWN GLENDALE CBD



DOWNTOWN GLENDALE ASSOCIATION 2023 EXPENSES — \$1,784,643.37



BOARD OF DIRECTORS

2024

Rick Lemmo
President | Executive Committee
Chair | Director of Government
Relations
The Americana at Brand | Caruso

Raul Porto
Vice President
Porto's Bakery

Randy Stevenson
Vice President | SOBO Committee
Chair
Stevenson Real Estate

Helen McDonagh
Secretary | Treasurer | DISI
Committee Chair
Massage Envy Glendale

Bradley Calvert
Board Member
City of Glendale

Craig Gorris
Board Member
Glendale Galleria | Brookfield
Properties Retail

Judee Kendall
Board Member
Glendale Chamber of Commerce

2023

Rick Lemmo
President | Executive Committee
Chair | Director of Government
Relations
The Americana at Brand | Caruso

Raul Porto
Vice President
Porto's Bakery

Randy Stevenson
Vice President | SOBO Committee
Chair
Stevenson Real Estate

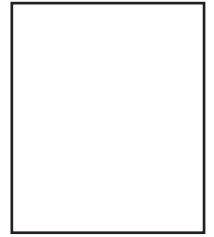
Helen McDonagh
Secretary | Treasurer | DISI
Committee Chair
Massage Envy Glendale

Bradley Calvert
Board Member
City of Glendale

Steven Sayers
Board Member
Glendale Galleria | Brookfield
Properties Retail


greater
downtown
glendale
association


100 N. Brand Blvd.
Suite 508
Glendale, CA 91203



greater
downtown
glendale
association

CONNECT TO
DOWNTOWN GLENDALE:

 downtownglendale.com

 [@downtown_glendale](https://www.instagram.com/downtown_glendale)

 [@DWTNGlendale](https://twitter.com/DWTNGlendale)

 [/DWTNGlendale](https://www.facebook.com/DWTNGlendale)



Downtown Glendale Association
2024 DRAFT Budget 12/01/2023 - 11/30/2024

Income

	Jan 2024	Dec 1, 23' - Jan 31 24'	Year-to-Date	Annual Budget
Assessment Income		0.00	0.00	1,490,988.62
Projected FY23A/R Assessments		0.00	0.00	152,735.68
Carry Forward		302,454.87	302,454.87	302,454.87
Non Assessment				
Interest Income	14.33	39.11	24.78	
Total	14.33	302,493.98	302,479.65	1,946,179.17

Expense

Administration

	Jan 2024	Actual YTD Spent	Projected YTD	% Spent Budget	Annual Budget	% Annual Budget
Travel		0.00	0.00	0.00%	1,000.00	0.05%
Telecommunications	390.57	647.10	1,166.67	9.24%	7,000.00	0.36%
Staff Contract	19,786.50	39,573.00	39,375.00	16.75%	236,250.00	12.14%
Printing & Copying		0.00	333.33	0.00%	2,000.00	0.10%
Postage & Mail		104.35	166.67	10.44%	1,000.00	0.05%
Office Supplies		0.00	500.00	0.00%	3,000.00	0.15%
Memberships		0.00	166.67	0.00%	1,000.00	0.05%
Insurance Liability	957.34	957.34	1,166.67	13.68%	7,000.00	0.36%
Legal Fees		0.00	833.33	0.00%	5,000.00	0.26%
Board Meetings		0.00	83.33	0.00%	500.00	0.03%
Bank Charges		0.00	33.33	0.00%	200.00	0.01%
Accounting Fees		0.00	1,333.33	0.00%	8,000.00	0.41%
Admin - Misc.		0.00	1,666.67	0.00%	10,000.00	0.51%
Total Administration	21,134.41	41,281.79	46,825.00	14.64%	281,950.00	14.49%
Reserves		0.00	33,954.86	0.00%	203,729.17	10.47%
	0.00	0.00	33,954.86	0.00%	203,729.17	10.47%

DISI	Jan 2024	Actual YTD Spent	Projected YTD	% Spent Budget	Annual Budget	% Annual Budget
Business Attraction		500.00	3,333.33	2.50%	20,000.00	1.03%
Advertising	40.00	80.00	1,666.67	0.80%	10,000.00	0.51%
Annual Report	657.31	657.31	166.67	65.73%	1,000.00	0.05%
Banners	5,332.00	5,332.00	3,333.33	26.66%	20,000.00	1.03%
Events Coordinator		0.00	4,666.67	0.00%	28,000.00	1.44%
Mobile App	320.00	640.00	500.00	21.33%	3,000.00	0.15%
Public Relations	3,150.00	6,300.00	7,000.00	15.00%	42,000.00	2.16%
Placemaking		0.00	10,000.00	0.00%	60,000.00	3.08%
Rent, Parking, Utilities	1,064.59	2,129.18	2,500.00	14.19%	15,000.00	0.77%
Seasonal Displays	114.81	559.38	22,500.00	0.41%	135,000.00	6.94%
Special Events		0.00	3,333.33	0.00%	20,000.00	1.03%
Chamber of Commerce		0.00	3,666.67	0.00%	22,000.00	1.13%
City Events		0.00	1,666.67	0.00%	10,000.00	0.51%
International Women's Day	1,000.00	1,000.00	1,666.67	10.00%	10,000.00	0.51%
Special Projects		0.00	3,333.33	0.00%	20,000.00	1.03%
Videos		0.00	333.33	0.00%	2,000.00	0.10%
Website	520.00	1,040.00	1,250.00	13.87%	7,500.00	0.39%
Total DISI	12,198.71	18,237.87	70,916.67	4.29%	425,500.00	21.86%
SOBO						
Maint. Provider & Ops. Director	70,000.00	140,000.00	140,000.00	16.67%	840,000.00	43.16%
Rent, Parking, Utilities	2,456.93	4,775.78	5,000.00	15.92%	30,000.00	1.54%
Fuel	1,578.22	3,264.44	4,500.00	12.09%	27,000.00	1.39%
Public Space Maintenance	648.43	2,263.84	8,333.33	4.53%	50,000.00	2.57%
SOBO Misc.	623.78	1,329.51	1,666.67	13.30%	10,000.00	0.51%
Capital Improvements		0.00	1,666.67	0.00%	10,000.00	0.51%
Supplies	1,297.73	1,853.02	3,333.33	9.27%	20,000.00	1.03%
Uniforms	519.01	631.41	1,666.67	6.31%	10,000.00	0.51%
Ambassador Welfare	539.47	1,051.09	3,333.33	5.26%	20,000.00	1.03%
Truck / P.W. Maintenance	55.11	179.34	1,666.67	1.79%	10,000.00	0.51%
Automobile Insurance		0.00	1,333.33	0.00%	8,000.00	0.41%
Total SOBO	77,718.68	155,348.43	172,500.00	15.01%	1,035,000.00	53.18%
TOTAL EXPENSES	111,051.80	214,868.09	324,196.53	11.04%	1,946,179.17	100.00%

Downtown Glendale Association

Balance Sheet Standard

As of January 31, 2024

	Jan 31, '24
ASSETS	
Current Assets	
Checking/Savings	
DGA Montecito Bank	87,625.89
Total Checking/Savings	87,625.89
Accounts Receivable	
Accounts Receivable	193,858.41
Total Accounts Receivable	193,858.41
Total Current Assets	281,484.30
Fixed Assets	
Machinery and Equipment	36,893.94
Automobile	96,655.47
Accumulated Depreciation	-123495.00
Other FA	37,755.04
Machinery and Equipment	23,016.08
Total Fixed Assets	70,825.53
Other Assets	
Accumulated Amortization	-30,000.00
district Formation cost	30,000.00
Right of Use Assets	34,226.74
Total Other Assets	34,226.74
TOTAL ASSETS	386,536.57
LIABILITIES & EQUITY	

Downtown Glendale Association

Balance Sheet Standard

As of January 31, 2024

	<u>Jan 31, '24</u>
Liabilities	
Current Liabilities	
Other Current Liabilities	
Lease liability - current	16,290.10
Total Other Current Liabil...	<u>16,290.10</u>
Total Current Liabilities	16,290.10
Long Term Liabilities	
Lease liability - long term	18,384.27
Total Long Term Liabilities	<u>18,384.27</u>
Total Liabilities	34,674.37
Equity	
*Unrestricted Net Assets	483,670.07
Unrestricted Net Assets	83,021.11
Net Income	<u>-214828.98</u>
Total Equity	<u>351,862.20</u>
TOTAL LIABILITIES & EQU...	<u><u>386,536.57</u></u>

February 2024

Downtown Glendale Association
Social Media Report

Facebook

	Total Likes	Post Reach Peak	Post Engagement
Feb-24	9,784	3,292	1,127
Nov-23	9,796	3,264	1,275
Sept-23	9,622	3,704	1,652
June-23	9,819	4,202	1,233

Instagram

	Followers	Impressions
Feb-24	2,426	2,961
Nov-23	2,401	2,833
Sept-23	2,381	2,553
June-23	2,325	3,327

*Peak times followers see our posts is 9 a.m. - 6 p.m. Most followers are between 25-54 years old.
Top locations are Glendale and LA, with 62.9% being women and 37% being men.

X formerly known as Twitter

	Followers	Impressions
Feb-24	1,486	2,027
Nov-23	1,480	2,013
Sept-23	1,487	2,149
June-23	1,487	2,376

March INTERNATIONAL
WOMEN'S DAY

MYA ROOFTOP AT THE GLENMARK

2PM-5PM | MARCH 8, 2024

KEYNOTE SPEAKER: Corinne Verdery
Chief Executive Officer,
Caruso

PRESENTED BY: greater
downtown
glendale
association

#InspireInclusion

2024



TICKETS AVAILABLE

\$45

2023



- **21,322, 45 gallon bags;** approximately **394,457 pounds** of litter picked up off the streets
- **341 Reports filed;** including broken city property, extensive graffiti, and illegal dumping
- **436 Clean ups** performed of bio waste and human waste

- **1427 Directions or Recommendations** given
- **424 Shopping carts** returned to businesses or removed from the district
- **491 Homeless outreach** performed relating to business calls and disturbances
- **3065 Graffiti, Stickers, and Posters** removed

