



**Downtown Glendale Association
Board of Directors Meeting
Wednesday, January 14th, 2026 - 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, Randy Stevenson
2. Approval of November 5th, 2025, Board Minutes *Action Item*
3. Announcements, public comment
4. **City Updates**
 - a. Status on Bridge Link Planters
 - b. New Businesses and Projects Update
 - c. Artsakh Paseo Updates
 - d. Any new developments or new ownerships
 - e. Illegal Street Vending, Homeless issues, and buskers, request again for a Public Rights of Way Task Force
 - f. Downtown Dining Parklets
 - g. Annual Report to City Council Date
 - h. Status of Sears site development
 - i. Status of Public Rights of Way Task Force - Rick
5. **Committee Updates**

(Executive Committee)

Randy Stevenson, President • Rick Lemmo, V.P. & Dir. of Govt. Relations
Helen McDonagh, Treasurer • Raul Porto, Secretary
Bradley Calvert • Judee Kendell • David Tonyan

100 N. Brand Boulevard • Suite 508 • Glendale, CA 91203
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|----|---|-------------|
| a. | FY25 rough draft Budget review | Action Item |
| b. | FY26 rough draft budget | Action Item |
| c. | CPI Assessments | Action Item |
| c. | Annual Report to City Council | |
| d. | Annual Report from GDGA for FY25 | |
| e. | Verdugo Wash Master Plan Project Development Update | |
| f. | Animated Signage Overlay Zone (ASOZ) Letter | |
| g. | Letter to Ludwig Alpers | |

(DISI Committee) – Helen McDonagh

- | | | |
|----|---|-------------|
| a. | PR and social media - Sabrina | Action Item |
| b. | PR & Social Media Proposal – CMMC | Action Item |
| b. | GDGA Mobile Application | Action Item |
| c. | Brand and Identity Task Force | |
| d. | International Women's Day 2026 | Action Item |
| e. | Ascencia 2026 Gala Sponsorship Request | Action Item |
| f. | Small Business Summit Sponsorship Request | Action Item |

(SOBO Committee) – Randy Stevenson

- | | | |
|----|---------------------------------|-------------|
| a. | Report from DMS – Nick L | |
| b. | Planters Brand & Central Update | Action Item |
| c. | Purchase Pressure Washer | Action Item |
| d. | Bridge Link Planters Update | |

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
November 5th, 2025 – 10:00 a.m.
100 N. Brand Blvd, 6th Floor Conference Room
Glendale, CA 91203
www.downtownglendale.com**

Present: Randy Stevenson, Rick Lemmo, Helen McDonagh, David Tonyan

Absent: Raul Porto, Judee Kendall, Bradley Calvert

Guests: Arthur Mangassarian, Jake Demirchyan

Staff: Marco Li Mandri (NCA), Nick (DMS)

Minutes:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions	President Randy Stevenson called the meeting to order at 10:00 a.m. Introductions were completed. Randy, Rick, Helen, and David were present in person, consistent with Brown Act rules. Quorum was met.	<i>No Action Taken</i>
2. Approval of September 3rd, 2025, Board Minutes	The September 3, 2025 Board of Directors meeting minutes were reviewed.	<i>Rick moved and Helen seconded the motion to approve the minutes. The minutes were approved unanimously.</i>

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3. Public Comments and Announcements	Randy opened the floor for public comments.	<i>No Action Taken</i>
4. City Updates	Randy went through the following items:	
a. Status on Bridge Link Planters	This item will be discussed at the next meeting as Bradley or City staff were not present.	<i>No Action Taken</i>
b. New Businesses and Projects Update	This item will be discussed at the next meeting as Bradley or City staff were not present.	<i>No Action Taken</i>
c. Artsakh Paseo Activities	This item will be discussed at the next meeting as Bradley or City staff were not present.	<i>No Action Taken</i>
d. Any new developments or new ownerships	This item will be discussed at the next meeting as Bradley or City staff were not present.	<i>No Action Taken</i>
e. Illegal Street Vending, Homeless issues and buskers, request again for a Public Rights of Way Task Force	Marco discussed the concept, and Rick asked Marco to set a date, coordinate with Jake and send out invitations to meet in the Americana community room.	<i>No Action Taken</i>
f. Downtown Dining Parklets	The City approved a design for the parklets. They are working on construction and the pilot project to be installed downtown.	<i>No Action Taken</i>
g. Annual Report to City Council Date	Staff will work with the city to coordinate a date.	<i>No Action Taken</i>
h. Status of Sears site development	The Sears project of 650 units was brought forward for design approval, and the City Council voted against it, despite the City Attorney advising that this could expose the City to a potential lawsuit by the State. The current status of the project is that it has been denied.	<i>No Action Taken</i>
Committee Reports		
Nominations Committee	Randy and Marco went through the following items:	
a. Board members from Greater DGA up for re-nomination, 2-year terms: (all eligible) 1. Rick Lemmo 2. Bradley Calvert	Marco reported that both Rick Lemmo and Bradley Calvert submitted nomination forms. It was also discussed that at the next meeting, the Americana and Glendale Galleria may each have new representatives joining the Board of Directors.	<i>No Action Taken</i>
b. Nomination Form Received	The Nominations Committee also reviewed a nomination form from Ludwig Alpers. It was	<i>No Action Taken</i>

	discussed that staff will reach out to Ludwig and invite him to attend future meetings, get involved with a task force or committee so he can learn more and participate with the organization.	
c. Appointment of Board Members for 11/2025 – 11/2027	The Board of Directors reviewed the recommendation from the Executive Committee. Staff will also write a letter to Ludwig encouraging him to get involved by attending Board meetings and task force or committee meetings.	<i>Helen moved and David seconded the motion to reappoint Rick Lemmo and Bradley Calvert to the Board of Directors. The motion was approved unanimously.</i>
d. Election of Officers for FY 2026 1. President 2. Vice President 3. Treasurer 4. Secretary	The Board of Directors discussed the election of Officers, who serve one-year terms.	<i>David moved and Rick seconded the motion to elect the following officers: President: Randy Stevenson Vice President: Rick Lemmo Treasurer: Helen McDonagh Secretary: Raul Porto The motion passed unanimously.</i>
Executive Committee	Randy and Marco went through the following items:	
a. YTD rough draft budget review for FY25	Marco reviewed the draft fiscal year 2025 budget, including assessments received, Administration, DISI, SOBO, Reserves, balances, and carryforward. Staff discussed they will still be spending \$65,000–\$75,000 for seasonal displays and additional funds to purchase plants for the new planters that will be installed shortly. David asked about options for a bank account with higher interest.	<i>Rick moved and David seconded the motion to accept the Executive Committee's recommendation and approve the draft fiscal year 2025 budget. The motion was approved unanimously.</i>
b. Authorize Budget Task Force to set FY26 Budget after Action Item	Marco explained that the fiscal year ends at the end of the month. Once the carryforward is determined, the Budget Task Force will meet to finalize the FY 2026 budget and	<i>No Action Taken</i>

end of Fiscal Year and Carryforward is finalized	present it at the next Executive Committee and Board of Directors meetings for adoption.	
c. Verdugo Wash Master Plan Project Development Committee Invitation	Randy explained that the City of Glendale recently began work on the Verdugo Wash Master Plan. The plan will explore opportunities to ensure continued flood protection and increased open spaces and public parks. Marco announced that the Executive Committee nominated Randy to represent the Downtown Glendale Association. Randy will share the Zoom link with those interested in participating.	<i>No Action Taken</i>
d. Annual Report from GDGA for FY25	Marco explained that GDGA prepares an annual report for both the property owners and the City Council.	<i>No Action Taken</i>
DISI Committee	Helen and Marco went through the following items:	
a. Brand and Identity Task Force	Staff will work with Bradley on setting up this task force meeting.	<i>No Action Taken</i>
b. International Women's Day 2026	The task force met and discussed that this year's theme will be International Professional Women's Day. The main points needing decisions include the keynote speaker, date, location, and budget. Another report will be provided at the next meeting.	<i>No Action Taken</i>
c. Glendale Fire Department Luncheon	Helen noted that the request was received, but the Board of Directors did not meet prior to the event.	<i>Rick moved and Helen seconded a motion to accept the recommendation from the Executive Committee and approve sending a letter and a check for \$1,500 as an Engineer Sponsor. The motion was approved</i>
d. Seasonal Display Update (Fall and Winter)	Staff announced that the fall displays were installed and remain in place. Holiday lights are currently being installed.	<i>No Action Taken</i>
e. Social Media Report - Sabrina	Sabrina reviewed her report. Helen also shared statistics from the International Film Festival, noting the event's success with strong social media support.	<i>No Action Taken</i>

f. Website update - Sedna Solution	The Board reviewed the report provided by Sedna Solutions.	<i>No Action Taken</i>
SOBO Committee	Marco and Randy went through the following items:	
a. Report from DMS – Nick	Staff gave a brief update on services, homelessness, and buskers.	<i>No Action Taken</i>
b. Planter Update Brand & Central	Staff announced that the planters are nearly completed and will be delivered soon.	<i>No Action Taken</i>
c. Other	Randy opened the floor for any SOBO - related questions or concerns.	<i>No Action Taken</i>
6. Other	Randy opened the floor for any additional comments:	<i>No Action Taken</i>
7. Next Board Meeting	The next Board of Directors meeting will be held on January 14, 2026, at 10:00 a.m. at 100 N. Brand Blvd., 6th Floor Conference Room.	<i>No Action Taken</i>
8. Adjournment	The meeting was adjourned at 11:00 AM.	<i>No Action Taken</i>

Minutes taken by Marco Li Mandri, Staff/New City America

Downtown Glendale Association							
2025 DRAFT Budget 12/01/2024 - 11/30/2025							
		NOV 2025	Dec 1, 2024 - NOV 30, 2025		% Received	Annual Budget	% Annual Budget
Income	Assessment Income	0.00	1,527,629.99		100.32%	1,522,818.97	80.68%
	Non Assessment - Special Events	0.00	6,498.00		-	-	-
	Interest Income	34.47	606.12		-	-	-
	Total	34.47	1,534,734.11		100.78%	1,522,818.97	80.68%
	Balance Sheet	Carry Forward From Fiscal Year 2024					364,764.12
					Total	1,887,583.09	100.00%
Expense							
Administration		NOV 2025	Actual YTD Spent	Projected YTD	% Spent Budget	Annual Budget	% Annual Budget
Travel			0.00	5,000.00	0.00%	5,000.00	0.26%
Telecommunications		796.61	6,980.94	7,000.00	99.73%	7,000.00	0.37%
Staff Contract		20,671.87	248,062.50	248,062.50	100.00%	248,062.50	13.14%
Printing & Copying			1,811.48	2,000.00	90.57%	2,000.00	0.11%
Postage & Mail			275.02	1,000.00	27.50%	1,000.00	0.05%
Office Supplies		20.32	1,414.88	2,000.00	70.74%	2,000.00	0.11%
Memberships		54.61	704.59	1,000.00	70.46%	1,000.00	0.05%
Insurance Liability			6,746.06	7,000.00	96.37%	7,000.00	0.37%
Legal Fees			1,000.00	5,000.00	20.00%	5,000.00	0.26%
Board Meetings			420.30	500.00	84.06%	500.00	0.03%
Bank Charges			0.00	200.00	0.00%	200.00	0.01%
Accounting Fees			6,557.36	10,000.00	65.57%	10,000.00	0.53%
Admin - Misc.			660.00	5,000.00	13.20%	5,000.00	0.26%
Total Administration		21,543.41	274,633.13	293,762.50	93.49%	293,762.50	15.56%
Reserves			0.00	176,420.59	0.00%	176,420.59	9.35%
		0.00	0.00	176,420.59	0.00%	176,420.59	9.35%

DISI		NOV 2025	Actual YTD Spent	Projected YTD	% Spent Budget	Annual Budget	% Annual Budget
	Business Attraction		0.00	10,000.00	0.00%	10,000.00	0.53%
	Advertising		4,613.78	15,000.00	30.76%	15,000.00	0.79%
	Annual Report		989.94	1,000.00	98.99%	1,000.00	0.05%
	Banners	8,167.50	18,827.44	20,000.00	94.14%	20,000.00	1.06%
	Events Coordinator		0.00	20,000.00	0.00%	20,000.00	1.06%
	Mobile App	220.00	2,640.00	2,650.00	99.62%	2,650.00	0.14%
	Public Relations	4,000.00	48,000.00	48,000.00	100.00%	48,000.00	2.54%
	Placemaking	994.09	72,987.35	60,000.00	121.65%	60,000.00	3.18%
	Rent, Parking, Utilities	1,147.17	13,463.76	15,000.00	89.76%	15,000.00	0.79%
	Seasonal Displays	66,580.61	80,587.60	100,000.00	80.59%	100,000.00	5.30%
	Special Events	1,500.00	17,557.56	15,000.00	117.05%	15,000.00	0.79%
	Chamber of Commerce		6,000.00	10,000.00	60.00%	10,000.00	0.53%
	City Events		5,000.00	10,000.00	50.00%	10,000.00	0.53%
	International Women's Day		17,174.98	15,000.00	114.50%	15,000.00	0.79%
	Special Projects		471.78	12,000.00	3.93%	12,000.00	0.64%
	Photography/Videos		6,602.50	7,000.00	94.32%	7,000.00	0.37%
	Website	662.00	7,944.00	7,950.00	99.92%	7,950.00	0.42%
	Total DISI	83,271.37	302,860.69	368,600.00	82.17%	368,600.00	19.53%
SOBO		NOV 2025	Actual YTD Spent	Projected YTD	% Spent Budget	Annual Budget	% Annual Budget
	Maint. Provider & Ops. Director	72,975.00	875,700.00	875,700.00	100.00%	875,700.00	46.39%
	Rent, Parking, Utilities	3,406.69	36,332.61	40,000.00	90.83%	40,000.00	2.12%
	Fuel	2,059.57	25,256.98	27,000.00	93.54%	27,000.00	1.43%
	Public Space Maintenance	1,781.92	20,971.59	25,000.00	83.89%	25,000.00	1.32%
	SOBO Misc.		6,183.83	10,000.00	61.84%	10,000.00	0.53%
	Capital Improvements		0.00	10,000.00	0.00%	10,000.00	0.53%
	Supplies	1,242.50	19,843.56	20,000.00	99.22%	20,000.00	1.06%
	Uniforms	679.64	8,411.89	10,000.00	84.12%	10,000.00	0.53%
	Ambassador Welfare	1,554.65	8,851.80	15,000.00	59.01%	15,000.00	0.79%
	Truck / P.W. Maintenance	408.10	8,731.41	10,000.00	87.31%	10,000.00	0.53%
	Automobile Insurance		5,772.52	6,000.00	96.21%	6,000.00	0.32%
	Total SOBO	84,108.07	1,016,056.19	1,048,700.00	96.89%	1,048,700.00	55.56%
	TOTAL EXPENSES	188,922.85	1,593,550.01	1,887,483.09	84.43%	1,887,483.09	99.99%

Downtown Glendale Association							
2026 DRAFT Budget 12/01/2025 - 11/30/2026							
		DEC 2025	Dec 1, 2025 - DEC 31, 2025		% Received	Annual Budget	% Annual Budget
Income	Assessment Income	166,979.53	166,979.53		10.96%	1,522,896.17	83.27%
	Non Assessment - Special Events	0.00	0.00		-	-	-
	Interest Income	29.54	29.54		-	-	-
	Total	167,009.07	167,009.07		10.97%	1,522,896.17	83.27%
	Balance Sheet	Carry Forward From Fiscal Year 2025					305,948.22
					Total	1,828,844.39	100.00%
Expense							
Administration		DEC 2025	Actual YTD Spent	Projected YTD	% Spent Budget	Annual Budget	% Annual Budget
	Travel		0.00	0.00	0.00%	0.00	0.00%
	Telecommunications	297.01	297.01	583.33	4.24%	7,000.00	0.38%
	Staff Contract	21,705.47	21,705.47	21,705.47	8.33%	260,465.63	14.24%
	Printing & Copying		0.00	166.67	0.00%	2,000.00	0.11%
	Postage & Mail	234.00	234.00	62.50	31.20%	750.00	0.04%
	Office Supplies		0.00	333.33	0.00%	4,000.00	0.22%
	Memberships		0.00	62.50	0.00%	750.00	0.04%
	Insurance Liability	1,684.34	1,684.34	583.33	24.06%	7,000.00	0.38%
	Legal Fees		0.00	208.33	0.00%	2,500.00	0.14%
	Board Meetings		0.00	41.67	0.00%	500.00	0.03%
	Bank Charges		0.00	16.67	0.00%	200.00	0.01%
	Accounting Fees		0.00	625.00	0.00%	7,500.00	0.41%
	Admin - Misc.		0.00	0.00	0.00%	0.00	0.00%
	Total Administration	23,920.82	23,920.82	24,388.80	8.17%	292,665.63	16.00%
	Reserves		0.00	7,166.15	0.00%	85,993.76	4.70%
		0.00	0.00	7,166.15	0.00%	85,993.76	4.70%

DISI		DEC 2025	Actual YTD Spent	Projected YTD	% Spent Budget	Annual Budget	% Annual Budget
	Business Attraction		0.00	0.00	0.00%	0.00	0.00%
	Advertising		0.00	625.00	0.00%	7,500.00	0.41%
	Annual Report		0.00	100.00	0.00%	1,200.00	0.07%
	Banners		0.00	1,250.00	0.00%	15,000.00	0.82%
	Events Coordinator		0.00	0.00	0.00%	0.00	0.00%
	Mobile App	231.00	231.00	0.00	0.00%	0.00	0.00%
	Public Relations	4,200.00	4,200.00	8,333.33	4.20%	100,000.00	5.47%
	Placemaking		0.00	5,000.00	0.00%	60,000.00	3.28%
	Rent, Parking, Utilities	1,107.04	1,107.04	1,250.00	7.38%	15,000.00	0.82%
	Seasonal Displays	106.37	106.37	7,500.00	0.12%	90,000.00	4.92%
	Special Events		0.00	0.00	0.00%	0.00	0.00%
	Glendale Fire Awards		0.00	416.67	0.00%	5,000.00	0.27%
	Glendale Police Awards		0.00	416.67	0.00%	5,000.00	0.27%
	So. Cal Chess Tournament		0.00	833.33	0.00%	10,000.00	0.55%
	V-Day Special Event		0.00	208.33	0.00%	2,500.00	0.14%
	Chamber of Commerce		0.00	500.00	0.00%	6,000.00	0.33%
	City Events		0.00	416.67	0.00%	5,000.00	0.27%
	International Women's Day		0.00	416.67	0.00%	5,000.00	0.27%
	Special Projects		0.00	416.67	0.00%	5,000.00	0.27%
	Photography/Videos		0.00	0.00	0.00%	0.00	0.00%
	Website	695.00	695.00	875.00	6.62%	10,500.00	0.57%
	Total DISI	6,339.41	6,339.41	28,558.33	1.85%	342,700.00	18.74%
SOBO		DEC 2025	Actual YTD Spent	Projected YTD	% Spent Budget	Annual Budget	% Annual Budget
	Maint. Provider & Ops. Director	76,623.76	76,623.76	76,623.75	8.33%	919,485.00	50.28%
	Rent, Parking, Utilities	3,123.08	3,123.08	3,333.33	7.81%	40,000.00	2.19%
	Fuel	79.94	79.94	2,500.00	0.27%	30,000.00	1.64%
	Public Space Maintenance		0.00	2,083.33	0.00%	25,000.00	1.37%
	SOBO Misc.		0.00	625.00	0.00%	7,500.00	0.41%
	Capital Improvements		0.00	2,083.33	0.00%	25,000.00	1.37%
	Supplies	1,692.43	1,692.43	2,083.33	6.77%	25,000.00	1.37%
	Uniforms	398.44	398.44	708.33	4.69%	8,500.00	0.46%
	Ambassador Welfare	592.57	592.57	833.33	5.93%	10,000.00	0.55%
	Truck / P.W. Maintenance	20.00	20.00	833.33	0.20%	10,000.00	0.55%
	Automobile Insurance	1,582.51	1,582.51	583.33	22.61%	7,000.00	0.38%
	Total SOBO	84,112.73	84,112.73	92,290.42	7.59%	1,107,485.00	60.56%
TOTAL EXPENSES		114,372.96	114,372.96	152,403.70	6.25%	1,828,844.39	100.00%



Cap:

The Greater Downtown Glendale CBD budget and assessments may be subject to annual increases not to exceed 5% (five percent) per year. Increases will be determined by the Owners' Association/Downtown Glendale Association and will vary between 0% and 5% annually. Changes in land use, development of empty parcels, conversion of tax exempt to profitable land uses, demolition of existing buildings, and creation of new parcels through new building or residential condo development may alter the assessments per parcel and budget from year to year based upon the changes in the building square footage of individual parcels. Since linear frontage and lot size normally are not altered in the redevelopment of a site, the only changes realized in the CBD will be normally be through the building square footage. In addition, changes

in the budget may occur due to the conversion of single parcels to multiple parcels due to the construction of residential or commercial condos. The cap of a potential maximum annual increase of assessments of 5% through a vote by the Owners Association Board of Directors is based upon annual rising costs which include, but are not limited to:

- Increased wages and workers comp rates;
- Increase charges in benefits;
- Increases in charges by sub-contractors and vendors
- Increased costs for gas, water and other utilities the CBD will depend upon;
- Increased costs in rent;
- Increased insurance costs;

Annual Budget	Increase	Total Increase	New Budget
\$1,522,896.17	1.0%	\$15,228.96	\$1,538,125.13
\$1,522,896.17	1.5%	\$22,843.44	\$1,545,739.61
\$1,522,896.17	2.0%	\$30,457.92	\$1,553,354.09
\$1,522,896.17	2.5%	\$38,072.40	\$1,560,968.57
\$1,522,896.17	3.0%	\$45,686.89	\$1,568,583.06
\$1,522,896.17	3.5%	\$53,301.37	\$1,576,197.54
\$1,522,896.17	4.0%	\$60,915.85	\$1,583,812.02
\$1,522,896.17	4.5%	\$68,530.33	\$1,591,426.50
\$1,522,896.17	5.0%	\$76,144.81	\$1,599,040.98



November 12, 2025

To: Mr. Roubik Golanian, City Manager,
Mr. Bradley Calvert Community Development Director,
Honorable Mayor Ara Najarian,
Glendale City Council Members
Glendale Planning Commissioners.
613 East Broadway, Suite 200, Glendale, CA 91206.

Dear Planning Commission Members:

A few years ago, the City of Glendale, the Glendale Galleria and the Americana formed a partnership and adopted an ASOZ ordinance based upon creating a gateway presence for digital electronic advertisements on buildings. The intent and purpose of this ordinance with specific boundaries designated, was to create a buzz and give the south side of Downtown Glendale a 21st century an ongoing contemporary look on using the latest technology to promote Downtown Glendale, through advertisements on video electronic displays. We are asking today, for such a display to be implemented on the north side of the Masonic Lodge building just north of Colorado Blvd.

Such a sign will generate a lot of non-tax revenue to the City of Glendale, which is supplemental to the property taxes and business taxes already paid by Downtown business and property owners. This revenue will go directly into the general fund of the city providing additional services for the citizens of Glendale in the years to come.

We know that the City currently and historically has had a very strong and proven partnership with Caruso, based upon their developments in the City, which have consistently delivered economic value, aesthetic excellence, and community engagement.

We know that the proposed new video sign, consistent with the ASOZ, represents an ongoing commitment to design excellence and that new signage will be tasteful, well-integrated, and architecturally appropriate. Caruso has demonstrated a proven ability to enhance public spaces while respecting their character and the values of the City of Glendale. The refurbished Masonic building demonstrates that commitment from Caruso.

Randy Stevenson, President • Rick Lemmo, V.P. & Dir. of Govt. Relat.
Helen McDonagh, Treasurer • Raul Porto, Secretary
Bradley Calvert • Judee Kendell • David Tonyan

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The addition of digital signage at Americana at Brand has enhanced the center respect for historic integrity of the public spaces and displays at the Americana and that the Masonic Temple is a beautiful structure, and its integrity will be fully preserved.

The proposed signage will be non-invasive, will not alter or damage the building's historic features. Historically, the building featured larger billboard signage, making this addition consistent with its past. Based upon its record, Caruso has already invested significant capital into revitalizing the Masonic Temple. The additional revenue from new proposed signage will help maintain the building's condition, support ongoing preservation efforts and ensure the structure remains a vibrant and well-maintained landmark for years to come.

We believe that the Community and economic impact of the signage contributes to a dynamic Downtown Glendale experience by supporting local businesses, events, and cultural programming and it enhances Glendale's reputation as a forward-thinking, economically vibrant city.

We strongly urge that the Glendale Planning Commission and the City Manager's office and City Council fully endorse this new, exciting project to reflect that the Downtown and the City of Glendale remain at the cutting edge of fully implementing the ASOZ. In so doing, this project will be fulfilling it's the GDGA's original intent to bring the region to this great City and great its growing and evolving Downtown.

Sincerely,

A handwritten signature in black ink, appearing to read 'Marco Li Mandri', followed by a long horizontal flourish.

Marco Li Mandri
Executive Director
Greater Downtown Glendale Association

Cc: Board of Directors



November 12, 2025

Dear Planning Hearing Officer:

The GDGA was formed in 2013 with the express purpose of promoting the economic growth and development of the Greater Downtown Glendale district. Part of our efforts are the maintenance of the district so as to positively impact the visual experience for those who inhabit and patronize the array of businesses. Additive to the physical maintenance of the district is the promotion of the identity of the district, and by extension the city of Glendale, as a place with attractive, modern and above all exciting opportunities for patrons to experience retail, restaurants and dining. The total visual experience should accurately reflect the fabric of the city. A contributing component to the positive public perception of a modern, activated experience will be the installation of animated signage on the building located at 234 South Brand Boulevard. It will add yet another layer to our robust and engaging presentation of Glendale as the place to be!

As the signage will align with the purpose and requirements stated in the ASOZ that was established over a decade ago, we urge you approve this project and join us in the advancement of the city.

Sincerely,

Randy Stevenson
President
Greater Downtown Glendale Association

Randy Stevenson, President • Rick Lemmo, V.P. & Dir. of Govt. Relat.
Helen McDonagh, Treasurer • Raul Porto, Secretary
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November 5, 2025

To: Mr. Ludwig Alpers

SUBJECT: Thank you for your interest in the Greater Downtown Glendale Association Board

Dear Mr. Alpers,

On behalf of the Greater Downtown Glendale Association (GDGA) Board of Directors, thank you for your interest in serving on the Board and for submitting your nomination for consideration during our annual elections meeting earlier today.

Although you were not selected for appointment to the Board at this time, we sincerely appreciate your willingness to contribute your time and expertise toward improving Downtown Glendale. As outlined in our bylaws, Board service is based upon active participation with the Corporation—including its committees, task forces, or other activities—for a period of not less than one (1) year, and support for the policies and goals of the Corporation. We encourage you to stay engaged so you may be well-positioned for future consideration.

We also invite you to attend our next GDGA Board of Directors meeting on Wednesday, January 14, 2026, at 10:00 a.m. at 100 N. Brand Blvd., 6th Floor Conference Room. This is a great opportunity to meet the Board, learn more about current initiatives, and explore ways to participate through our committees and task forces.

Thank you again for your interest and continued support of Downtown Glendale. We look forward to seeing you at an upcoming meeting.

Sincerely,

Marco Li Mandri
Executive Director

Randy Stevenson, President • Rick Lemmo, V.P. & Dir. of Govt. Relat.
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Oct 28, 2025 – Jan 9, 2026

Prepared by: Sabrina Epstein

INSTAGRAM

3,921 FOLLOWERS

127 new followers (3.4% increase)

633 INTERACTIONS

42.5% from ads

54,778 VIEWS

15,592 accounts reached

FACEBOOK

9,707 FANS

category avg. is 1,800

222 INTERACTIONS

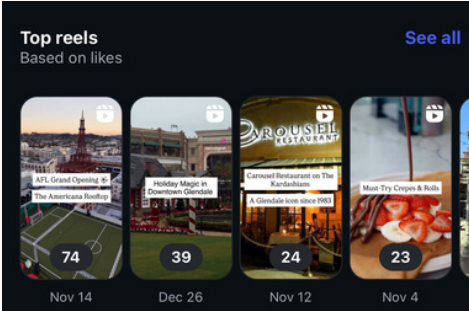
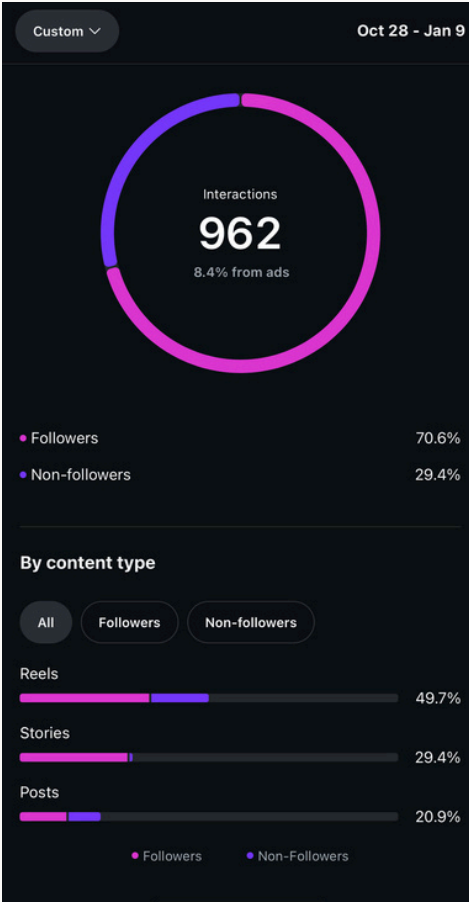
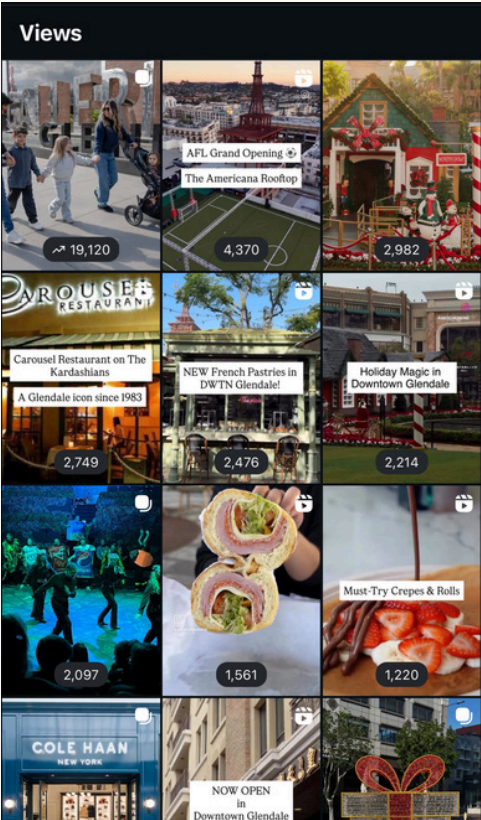
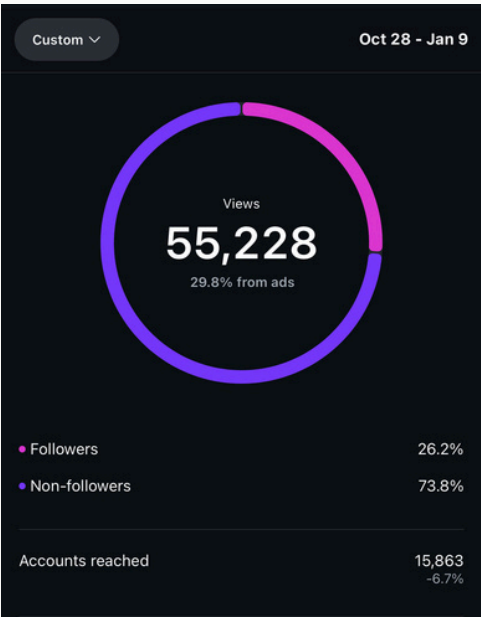
221.7% ncrease

16,000 VIEWS

8h 14m watch time (6.7K% increase)

IEWS

INTERACTIONS



Key Takeaways:

Instagram maintained strong momentum with views growing 20% to 55,228 and interactions jumping 52% to 962, while dramatically reducing paid ad dependency (8.4% from ads vs. 42.5% previously). Reels emerged as the dominant interaction driver at 49.7%, with followers driving 70.6% of all interactions. Non-follower reach remained robust at 73.8% of total views, demonstrating sustained organic discovery. The platform is now delivering significantly more efficient organic growth with deeper audience engagement and less reliance on paid amplification.



- Shift primary focus to Reels as the dominant growth engine. **Reels now drive 49.7% of interactions**, significantly outpacing Stories (29.4%) and Posts (20.9%), making them the preferred format for community engagement.
 - Prioritize **event-based content in reel format**, capitalizing on major downtown events with bold, timely creative that performed strongly in the previous period. Stories' engagement contribution has declined, so reallocate creative resources to the reel-first strategy.
- Address the **conversion gap between reach and followers**. With 73.8% of views coming from non-followers but only 70.6% of interactions from followers, implement strategic calls-to-action in reels directing viewers to profile and follower conversion.
 - Focus on **retargeting engaged non-followers** through **saved/shared content and strategic follows** rather than broad reach campaigns.
- Continue **reducing paid ad spend**, now at only 8.4% of views.
 - The dramatic shift away from paid advertising has proven effective, delivering stronger organic growth and audience quality. Redirect any remaining ad budget toward retargeting existing audiences and warm leads rather than broad awareness, maximizing ROI on engagement-driven conversions.

Meet the Team



Thomas ("Tom") Lorenz

Director of Communications & Community Relations, (City of Glendale, 36 years, retired), created crisis-communications protocols, launched city-wide social-media and "Fact Page" platforms, and guided the City Council through high-profile marketing efforts, emergencies, and policy roll-outs. Los Angeles Times.



Eliza Papazian

Glendale Public Information Officer and Community Relations Manager (2015-2022), who oversaw daily media relations, digital content, and multilingual outreach, including hundreds of COVID-19 and wildfire updates, and co-led the City's brand refresh and OTT streaming launch.

Together, Tom and Eliza modernized Glendale's communications ecosystem, earning statewide recognition for transparency and resident engagement. Drawing on their first-hand City Hall experience, augmented by CMMC's veteran strategists, graphic designers, and digital specialists, we offer DGA a partner that intuitively understand the community engagement dynamics, executive leadership, and the practical realities of communications and media management with effective outcomes.

Since their departure from active service in government, they have been successful in a number of campaigns from Central to Southern California.

Their expertise spans:

- Strategic educational campaigns and community-engagement programs
- Crisis-communications planning and real-time incident support
- Graphic design, video production, and brand management
- Website architecture, content strategy, and accessibility compliance
- Targeted marketing and social-media management aligned with DGA priorities

Rate Information

Start Date:
January 1, 2026

End Date:
December 31, 2026

**Monthly retainer
billed at:**
\$8,000.00



**Not to exceed
\$10,000.00
monthly for
services including
motion graphics,
video capture,
data analysis,
statistical survey
review, explainers,
and crisis
communications.**

**Doesn't
Include:**

- **Printing**
- **Mail**
- **Travel**



Sponsorship Levels and Benefits

Presenting Sponsor – \$25,000 (Exclusive)

- Twenty (20) tickets at premiere tables including a gourmet dinner and wine
- Logo or Name featured in Event Program Book and all collateral as Presenter
- Recognition across our social media platforms to audience of 6,000+ followers
- Shoutout in Ascencia Newsletter with 4,000+ recipients
- Brand exposure on Event Website and Press Releases
- Opportunity to include branded merch in gift bags
- Full-page B&W ad space in event program
- Special recognition and podium time at event

Platinum Sponsor – \$12,000

- Twenty (20) tickets at premiere tables including a gourmet dinner and wine
- Logo or Name featured in Event Program Book
- Recognition across our social media platforms to audience of 6,000+ followers
- Shoutout in Ascencia Newsletter with 4,000+ recipients
- Brand exposure on Event Website and Press Releases
- Opportunity to include branded merch in gift bags
- Full-page B&W ad space in event program

Gold Sponsor – \$6,000

- Ten (10) tickets at a premiere table including a gourmet dinner and wine
- Logo or Name featured in Event Program Book
- Recognition across our social media platforms to audience of 6,000+ followers
- Shoutout in Ascencia Newsletter with 4,000+ recipients
- Brand exposure on Event Website and Press Releases
- Opportunity to include branded merch in gift bags
- Half-page B&W ad space in event program

Silver Sponsor – \$3,500

- Ten (10) tickets to our event including a gourmet dinner and wine
- Logo or Name featured in Event Program Book
- Recognition across our social media platforms to audience of 6,000+ followers
- Shoutout in Ascencia Newsletter with 4,000 recipients
- Brand exposure on Event Website and Press Releases

Bronze Sponsor – \$1,500

- Two (2) tickets to our event including a gourmet dinner and wine
- Logo or Name featured in Event Program Book
- Recognition across our social media platforms to audience of 6,000+ followers

2026 SPONSOR TIERS

PREMIER SPONSOR

- 15 EVENT TICKETS
- LOGO ON LANYARD
- PROMINENT SPONSOR SPOTLIGHT ON EVENT LANDING PAGE
- EXCLUSIVE SPONSOR SPOTLIGHT AND A 10-15 SECOND VIDEO AD ON SOCIAL MEDIA
- LOGO PLACEMENT ON MARKETING MATERIALS
- PRIME LOCATION BOOTH AT EVENT
- ACKNOWLEDGEMENT AS A SPONSOR DURING FORMAL PRESENTATION
- NAME RECOGNITION IN PRESS RELEASE
- SPEAKER OPPORTUNITY DURING OPENING REMARKS (2-3 MINUTES)
- OPPORTUNITY TO PRESENT A BUSINESS WEBINAR SERIES
- SIGNAGE AT CLOSING CELEBRATION

\$10,000

PLATINUM SPONSOR

- 10 EVENT TICKETS
- SPONSOR LOGO ON EVENT LANDING PAGE
- SPONSOR SPOTLIGHT ON SOCIAL MEDIA
- LOGO PLACEMENT ON MARKETING MATERIALS
- NAME RECOGNITION IN PRESS RELEASE
- BOOTH AT THE EVENT
- SIGNAGE AT CLOSING CELEBRATION

\$5,000

GOLD SPONSOR

- 5 EVENT TICKETS
- SPONSOR LOGO ON EVENT LANDING PAGE
- SOCIAL MEDIA SHOUTOUT
- LOGO PLACEMENT ON MARKETING MATERIALS
- BOOTH AT THE EVENT

\$2,500

SPONSORSHIP DEADLINE APRIL 17, 2026



- **20,354, 45 gallon bags;** approximately **376,500 pounds** of litter picked up off the streets
- **249 Reports filed;** including broken city property, extensive graffiti, and illegal dumping
- **397 Clean ups** performed of bio waste and human waste



- **2012 Directions or Recommendations** given
- **367 Shopping carts** returned to businesses or removed from the district
- **383 Homeless outreach** performed relating to business calls and disturbances
- **2904 Graffiti, Stickers, and Posters** removed



Q U O T A T I O N

28

ROB RUDZITIS
AMERICAN WATER WORKS INC.
ROB@AMERICANWATERWORKS.NET



Downtown Glendale Alliance

Attn: Nick

DATE: 12/16/25
QUOTATION #: 2
YOUR INQUIRY #: 1
TELEPHONE #: 818-274-6444
FAX #:

In response to your inquiry, we submit the following quotation:

ITEM	QTY	DESCRIPTION	UNIT PRICE	EXTENSION
				-
1	1	Universal Trailer UTS230 230 gal tank Dual Cox reels with Viton orings 100' high pressure hose 50' fill hose		\$18,700.00
2	1	AWW-HDS5035E with 3000 W generator 5GPM @3500 PSI 18 HP Vanguard		-
3	1	Alkota WS8-VFS 17 stage filtration		-
4	1	DMV		200.00
5	1	Trade In Pressure washer		(1,500.00)
		Purchase after 12/24/25		-
		CA SALES TAX		\$1,677.00
		FREIGHT	NC	
PRICES FIRM FOR 30 DAYS				
TERMS	FOB	ESTIMATED SHIPPING DA1	TOTAL	
60/40	Pacoima	2-3 weeks	\$19,077.00	

Rob Rudzitis 818-252-0706 OFFICE 818-252-0709 FAX

1 13250 Wiedner St Pacoima, CA 91331