Downtown Glendale Association
Board of Directors Meeting
Thursday, January 16th, 2025 – 10:00 a.m.
100 N. Brand Blvd, 6th Floor Conference Room
Glendale, CA 91203 - www.downtownglendale.com

Present: Randy Stevenson, Rick Lemmo, Craig Gorris, Raul Porto, Judee Kendall, David Tonoyan

Absent: Helen McDonagh, Bradley Calvert

Guests: Arthur Mangassarian

Staff: Marco Li Mandri, Nick Angulo and Ryan/NCA, Nick/DMS, Sabrina Epstein/PR & social media

Minutes:

Item	*Discussion*	*Action Taken?*
1. Introductions	President Randy Stevenson called the meeting to order at 10:00 am. Introductions were completed. Randy, Rick, Craig, David, Judee and Raul were in-person; voting members, consistent with the Brown Act rules. Helen attended via phone but did not vote on any action items. Quorum was met. a. Arthur Mangassarian from RE/MAX Tri-City realty attended and introduced himself.	***No Action Taken***
2. Approval of the November	The minutes from the November 6th, 2024 Board of Directors meeting were reviewed.	***Rick moved and Craig seconded***

6th, 2024 Board Minutes		***the motion to approve the minutes from the November 6th, 2024 Board meeting. The minutes were approved unanimously.***
3. Public Comments and Announcements	Randy opened the floor for public comments and announcements. a. Randy explained that the bike mobility study is still ongoing however, they have eliminated the bike lane North of the 134 and the demonstration block.	***No Action Taken***
4. City update on current projects	Marco gave an update on the following items based on Bradley's provided report.	***No action taken***
a. Status on Bridge Link project	City staff will be taking this to Glendale City Council on January 28th, 2025.	***No Action Taken***
b. New businesses opening in Downtown	It was reviewed that the following 13 new businesses will be opening in the district: 1. Louis Vuitton, 2. Popeyes, 3. Lacoste, 4. Korheim, 5. Curved Studio, 6. Edikted, 7. Dough Vinci Pizza, 8. Daniel Patrick Beverly Hills, 9. Parfums D'Atelier, 10. No Easy Props, 11. Wallflower Market, 12. Icelink, 13. Arzoomaanian Law	***No Action Taken***
c. Annual report to City Council Date	It was discussed that that annual report to City Council will be on February 11th at 3:00pm.	***No Action Taken***
5. Committee Reports		
Executive Committee	Marco and Randy went through the following items:	
a. YTD rough draft budget review for FY25	a. Marco reviewed the budget; collected assessments, and carry forward. Marco reviewed the ADMIN, DISI, and SOBO categories. The balance sheet was reviewed too. The city has not processed the December assessments. Discussion followed.	***Rick moved and Craig seconded the motion to approve the FY25 rough draft budget. The motion was approved unanimously.***
b. 2025 Meeting Schedule	It was discussed to meet the Third Tuesday, every other month. The next meeting will be March 18th, 2025 at 10:00am.	***Rick moved and David seconded the motion to set***

		Board Meetings for the Third Tuesday, every other month starting March 18th, 2025 at 10:00am.
d. Future Strategy and Objectives	Marco explained that Staff will be using a strategy of targeting different sectors; like hotels, apartments, businesses, retail, residences, restaurants to focus on promoting the district. It starts with a strong social media presence. Marco and Helen will work on the strategies and objectives that were discussed at the Executive Committee meeting and will begin to reach out to hoteliers and other sectors after the Intl. Women's Day event has been completed.	***No Action Taken***
DISI Committee	Marco went through the following items:	
a. Social Media & Public Relations Update – Sabrina	Sabrina reviewed her report and discussed the details of the lifestyle photoshoot. She said her goals are to incorporate targeted ads and expand community reach and engagement.	***No Action Taken***
b. Website update, Sedna Solutions	The Board of Directors reviewed the report provided by Sedna Solutions. The website re-brand with the new color system and logo was completed.	***No Action Taken***
c. Int. Women's Day event	NCA Staff explained that Mayor Ellen Asatryan would be the speaker. The venue would be the Glenmark. The website is going live and the ticket price would be set at $50.00. The sponsorship tiers would be $300 and include a ticket, $1,000, $2,500, and $5,000. Marco will be reviewing the copy of text for the website and approving before listing. The event will be March 7th, 2025.	***No Action Taken***
d. Lifestyle Photo Shoot update	Sabrina gave an update during the PR & Social media recap.	***No Action Taken***
e. Events for the year at this point: **1. Cruise Night** **2. Tech Week** **3. Chamber of Commerce** **a. State of the City**	The events that the GDGA normally sponsors were reviewed. The only event discussed was the State of the City event.	***Rick moved and Raul seconded the motion to approve a not to exceed level of $5,000 for the State of the City event. Judee Abstained. The motion was***

b. Gala **4. Other**		***approved unanimously.***
SOBO Committee	Randy went through the following items:	
a. Report from DMS	Staff gave an update on cleaning and pressure washing. a. Staff announced that the homeless has increased. Marco explained that the stay away orders still need to be looked into. This will help with people who are violent towards the ambassadors, both physical and verbal. Still looking for an attorney to perform these services. b. After the winds, they picked up over 100 bags of trash on the streets. c. The holiday decorations were put away and new items that were on sale were purchased for this upcoming year. d. The K-rails at the out of business restaurants needs to be cleaned up. They have dead succulents and are not being used. Another update on the outdoor dining would be nice to receive from the city. e. The Ambassadors will be handing out flowers on valentine's day again. f. The Artsakh Paseo has a new Boba shop and daycare that are using the Paseo as the outlet for all patrons. This is causing extra hours being spent to clean and pressure wash. g. Craig discussed how the lights on the trees on the sidewalks and medians looked amazing. It should be considered, if possible, to leave up all year. h. Staff explained they need a point of contact that they can reach out to at the city.	***No Action Taken***
b. Ambassador Office Lease	The Ambassador Office lease expired in December. A new lease was presented to the Board to move to a larger space.	***Rick moved and Raul seconded the motion to approve Randy as President to sign the new office lease. Craig abstained. The motion was approved.***
c. Other	Randy opened the floor for any other SOBO related discussions or questions.	***No Action Taken***

6. Other	Randy announced that he wanted to thank Rick Lemmo for being the past President and all the time that he has dedicated to the association.	***No Action Taken***
8. Next Meeting	The next meeting will be on March 18th at 10 am. It will be held at 100 N. Brand Blvd, on the 6th floor.	***No Action Taken***

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