



**Downtown Glendale Association
Board of Directors
Wednesday, July 13th, 2022 – 10:00 a.m.
100 N. Brand Blvd, 6th Floor Conference Room
Glendale, Ca 91203
Zoom Video Conference
www.downtownglendale.com**

Present: Rick Lemmo, Randy Stevenson, Bradley Calvert, Helen McDonagh, Raul Porto, Steven Sayers

Absent: None

Guests: Ani Pogossian

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	President, Rick Lemmo called the meeting to order at 10:10 am. Introductions were completed. This was a hybrid/Zoom meeting due to the COVID shelter in place requirements. Everyone was in person or was on Zoom video for the meeting, consistent with the Brown Act rules.	No Action Taken
2. Approval of the May 4th, 2022 Board Minutes	The minutes from the May 4 th , 2022 Board meeting were reviewed.	Helen moved and Bradley seconded a motion to approve the minutes from the May 4th, 2022 Board

**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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		meeting. The minutes were approved unanimously.
3. Approval of continuing to meet virtually, AB 361	Marco explained the Governors AB361 which allows provisions to the Brown Act during the pandemic to meet virtually with the public. Because of the health hazards, new variant, and LA County considering to implement masking in doors again, it was discussed to continue meeting virtually.	Randy moved and Bradley seconded a motion to continue to meet virtually and review again at the next Board meeting. The motion was approved unanimously.
4. Public Comments and Announcements	Rick opened the floor for public comments and announcements.	No Action Taken
5. Committee Reports		
Executive Committee	Rick and Marco went through the following items:	
a. YTD Rough Budget review for FY22	Marco reviewed the budget, the collected assessments, and carry forward. Marco reviewed the ADMIN, DISI, and SOBO categories. Marco explained that the Executive Committee recommended to move \$50,000 from contingency to SOBO capital improvements line item.	Randy moved and Raul seconded the motion to accept the Executive Committee recommendation to move \$50,000 from the contingently line item to capital improvements line item.
b. Update on amendment to bylaws, see attached (Article VIII, Section 1)	Marco explained that Staff will be drafting an amendment to the bylaws to state that business tenant Board Members shall be in good standing with their landlord just like the property owners must be in good standing on assessment payments. This item will be brought up again at the next Board of Directors meeting as an action item to review the changes.	No Action Taken
c. Other	Rick opened up the floor for any other items.	
DISI Committee	Helen went through the following items:	
a. Events for 2022	Helen reviewed the following event information: 1. Cruise Night is this upcoming weekend and Emma from Mustang Marketing will be attending on behalf of the GDGA. Emma will	No Action Taken

	<p>be a judge and posting live to social media. Emma raffled out VIP tickets on social media prior to the event. DMS will have increased staff to help with the cleanup.</p> <p>2. Tech week will be October 17th – 20th and they will work with Staff on banner installation at the end of August / beginning of September.</p>	
b. RFP responses to the solicitation to do Event planning	<p>Helen announced that the Executive Committee recommended to the Board to narrow down the selection of a new Events Contractors who responded to the RFP from four that responded to two. The two candidates recommended are Glendale Arts from Glendale, CA and Fuse from San Diego, CA. It was discussed that Rick, Helen, and Marco will schedule a meeting with both companies to interview and ask questions. They will then report back to the Board who they hired. Any Board members can submit questions to Marco to be asked prior to the interview. They are trying to accomplish this by the end of July. The contract will have a 30-day termination clause for either party. Marco explained the new Events Coordinator will hopefully be attending the next meeting.</p>	Helen moved and Bradley seconded the motion to follow the recommendation of the Executive Committee and interview the two companies and report back who was selected. The motion was approved unanimously.
c. Creation of International Professional Women’s Day Task Force, set first meeting	<p>Helen explained they will be creating the task force after the events Coordinator is hired. The city will be involved in producing the event too. Emma and Ani will need to start working together, so once the events coordinator is up and running, they will be ready to go.</p>	No Action Taken
d. Tech on Tap	<p>Ani announced that this month’s tech on tap will be virtual on July 27th. Ani explained that next month they will be having an in-person event at Underdogs.</p>	No Action Taken
e. Proposal for underwriting Film Festival	<p>Helen explained that the Executive Committee recommended to the Board of Directors to set aside up to \$10,000 sponsorship for the film festival. It is contingent on Glendale Arts reaching \$50,00 in cash and the GDGA Board being able to determine how they will get to \$100,000. Bradley notified the Board that the Alex Theatre may put on a film Festival too. Ani</p>	Helen moved and Steven seconded the motion to follow the recommendation of the Executive Committee and set aside up to \$10,000 sponsorship for the film festival. It is

	will work on providing any further information or dates. Discussion Followed.	contingent on Glendale Arts reaching \$50,000 in cash and the GDGA Board being able to determine how they will get to \$100,000. Randy amended the motion to add that it would be subject to not conflict with the Alex Theatre operator potential film festival. Rick added and additional amendment that they need to have a guaranteed theater commitment, provide a list of attendees, and that there is not more than one first year film festival happening at the same time, between October 2022 and September 2023. The motion was approved unanimously.
SOBO Committee	Randy went through the following items:	
a. Report from DMS, Nick L	1. Nick showed pictures of the new branded truck, pressure washer, trash cans, and ash trays. The homeless has increased.	No Action Taken
b. Other	Rick stated the district looked great during his walkthrough.	No Action Taken
6. City update on current projects	Bradley and Ani reviewed the following updates with the Board of Directors:	
a. Project review work in having presentations	Bradley explained that they are working on trying to lower the cost for the Al Fresco.	No Action Taken

on new developments and projects		
b. New businesses opening in Downtown	<p>Ani announced that following new businesses are coming to the district:</p> <ul style="list-style-type: none"> • Amazon Style (Coming Soon)- Americana • 818 Chicken - 303 ½ Brand • Din Tai Fung (Relocation) from Americana at Brand to Glendale Galleria • Yitty by Lizzo – Galleria • Kare Don & Co – 112. W. California Ave. • Snake and Lattes Inc – Brand Blvd. 	No Action Taken
c. City 3-year Economic Development plan now available	<p>Ani explained that On June 7th, Council approved the Economic Development Strategic Plan, a three-year Economic Development Plan designed to focus on measurable strategic goals and objectives to increase the city’s economic competitiveness, and create a vibrant, inclusive, and sustainable economy.</p>	No Action Taken
d. Bridge Link Statue	<p>Bradley explained they are working on funding.</p>	No Action Taken
7. Other	<p>Rick opened the floor for additional comments or questions.</p> <ol style="list-style-type: none"> 1. Ani stated she is working with Shirley at New City America on the Assessments for the next fiscal year. 2. Helen asked about the national animation museum and if the city was tracking on the potential of Glendale being where it is located. Bradley was aware of the museum but didn’t have any updates. 3. Randy asked if the city had any update on the East/West Glendale specific plan. Bradley didn’t have an update on this time. 	No Action Taken
8. Next Meeting	<p>The next meeting will be October 5th at 10am. It will still most likely be a Zoom/hybrid meeting. They will hold an Executive Committee meeting at 9am prior to the Board meeting.</p>	No Action Taken

Minutes taken by Ryan, Staff/New City America