



**Downtown Glendale Association**

**Board of Directors**

**Tuesday, June 13<sup>th</sup>, 2023 – 10:00 a.m.**

**100 N. Brand Blvd, 6<sup>th</sup> Floor Conference Room**

**Glendale, Ca 91203**

**Zoom Video Conference**

**www.downtownglendale.com**

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

**Absent:** Steven Sayers, Judee Kendall,

**Guests:** Tad Dombrowski/City of Glendale

**Staff:** Emma Frawley/Mustang Marketing, Marco Li Mandri and Ryan/NCA, Nick Lemmo/DMS, Curt Booker/Fuse

**Minutes:**

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
<b>1. Introductions</b>	President, Rick Lemmo called the meeting to order at 10:00 am. Introductions were completed. This was a hybrid/Zoom meeting. Rick, Randy, Helen, and Bradley were in-person, voting members, consistent with the Brown Act rules. Quorum was met.	<b>No Action Taken</b>
<b>2. Approval of November 30<sup>th</sup>, 2022 Board of Director Minutes</b>	The minutes from the November 30 <sup>th</sup> , 2022 Board meeting were reviewed.	<b>Randy moved and Helen seconded the motion to approve the minutes from the November 30<sup>th</sup>, 2022 Board meeting. The minutes were approved.</b>
<b>3. Public Comments and Announcements</b>	Rick opened the floor for public comments and announcements.	<b>No Action Taken</b>

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

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<b>4. City update on current projects</b>	Bradley reviewed the following updates with the Board of Directors:	
<b>a. Status on Bridge Link Project, purchase, and time line.</b>	Bradley and Marco will work on this project and follow up with the Board of Directors. The former grant from MTA expired and we will look for new opportunities.	<b>No Action Taken</b>
<b>b. New Businesses in Downtown</b>	The city reviewed that various new businesses are opening, including: The Little Goat Pizza House, Torpedo Comics, Kpop Staion, Gamma Kids, Savage Fenty, Pink Lady, Din Tai Fung, Panini Kabob, Mendocino Farms, Salt & Straw, Byredo, The Shade Store, and Mejuri.	<b>No Action Taken</b>
<b>c. Other</b>	<p>a. Tad announced a new exciting parking update for the Downtown parking system. It will transition to a pay by plate instead of pay by parking space. They expect by August or September it to be up and running, to include a phones system. They will pass out information on post cards and the Board asked for video instructions to be provided.</p> <p>b. The City reviewed that Glendale Tech Week will take place September 12-14<sup>th</sup>, 2023 and will consist of panel discussions, a pitch festival, awards ceremony, and various networking events. The GDGA already budgeted \$5,000 for this event in the City Events line items. The Board also will used the prior budgeted Banner line item to provide banners for the event.</p>	<b>No Action Taken</b>
<b>5. Committee Reports</b>		
<b>Executive Committee</b>	Rick and Marco went through the following items:	
<b>a. YTD Rough Budget review for FY23</b>	Marco reviewed the budget, the collected assessments, and carry forward. Marco reviewed the ADMIN, DISI, and SOBO categories.	<b>a. Bradley moved and Randy seconded the motion to approve the FY23 rough draft budget. The motion was approved unanimously.</b>
<b>b. Due by June 30<sup>th</sup>, authorizing Board to institute</b>	Marco reviewed the proposed new terms for GDGA sub-contractors. This would include a three-year term contracts commencing July 1 <sup>st</sup> , 2023. It would also allow the board to establish	<b>Randy moved and Bradley seconded the motion to establish the three new terms</b>

<b>new contract rules for vendors</b>	a 30-day escape clause with cure period, with cause and an annual increase not to exceed 5% from the previous year. This would impact New City America, District Maintenance Services, Sedna Solutions, and Mustang Marketing. The letterhead agreement will be due by June 30 <sup>th</sup> , 2023.	<b>with GDGA vendors. Staff will reach out to each vendor to ask for a one-page letterhead outlining they agree to the three points. Rick abstained. The motion passed.</b>
<b>c. Letter to City on use of plastic utensils</b>	Marco reviewed the letter he wrote to the city regarding the ban of plastic utensils. The GDGA are strong supporters of sustainability but are requesting for better outreach to see how it will impact businesses throughout the district.	<b>No Action Taken</b>
<b>d. Review of Annual Finance Report</b>	Marco explained the independent accountant reviewed the financial statements of the DGA and based on their review the financial statements are in order in accordance with accounting procedures accepted in the United States. The taxes from last fiscal year will be filed and uploaded to the website.	<b>No Action Taken</b>
<b>e. Other</b>	Rick opened the floor for any other discussions, questions or comments.	<b>No Action Taken</b>
<b>DISI Committee</b>	Marco went through the following items:	
<b>a. International Professional Women's Day – Results</b>	Helen and Fuse reviewed the outcome from the DGA's annual celebration of International Women's Day. It took place on March 8 <sup>th</sup> , 2023 at the rooftop of the Glenmark Hotel. Diane Dooling the Executive Vice President of Morgan Stanley Wealth Management was the presenting Speaker. They sold 52 tickets and the event cost \$8,401.66. It was discussed to start marketing the event for next year now. Also, the venue was very nice and should be considered again.	<b>No Action Taken</b>
<b>b. PR and Social Media report - Mustang</b>	Mustang Marketing staff gave an update on the social media status. They are working with Meta to audit the account to make it better.	<b>No Action Taken</b>
<b>c. Cruise Night allocation of \$5,000 for major sponsorship</b>	Marco explained that Cruise Night is Saturday, July 15 <sup>th</sup> , from 530pm to 1030pm. This brings a large crowd to Downtown Glendale on Brand Blvd. The Executive Committee recommended using \$5,000 from the already budgeted city events line item to sponsor this event.	<b>Randy moved and Helen seconded the motion to allocate \$5,000 to cruise night. The motion was approved unanimously.</b>

<b>d. Events for 2023 – FUSE contract</b>	Fuse announced they have spoken to Helen and Glendale Arts recently about events for this year and 2024. They are in talks about a Taste of Glendale (Fall 2023), ArtWalk Glendale (2024), and quarterly Glendale Speaker and Networking Series. Marco asked for a DISI meeting to be scheduled if possible. It should include reps from the Galleria, Americana and the major hotels in the district	<b>No Action Taken</b>
<b>e. Bridge Link</b>	Marco will work with the city to provide an update on the planters.	<b>No Action Taken</b>
<b>f. Glendale Police Foundation Gala Sponsorship Request</b>	Helen reviewed the sponsorship request for the Glendale Police Department Gala. The Executive Committee recommended to sponsor the event at the level of the Lieutenant Sponsor. Additionally, because of travel schedules it was recommended to donate the eight tickets to Glendale Police Officers.	<b>Helen moved and Randy seconded the motion to follow the Executive Committees recommendation and sponsor the event and donate the eight tickets to Glendale Police Officers. It will be for \$5,000. The motion was approved unanimously.</b>
<b>g. Website update, mobile application - Shant</b>	The Board of Directors reviewed Sedna Solutions provided report.	<b>No Action Taken</b>
<b>h. Purchase Holiday Lights</b>	Staff reviewed the timeline of the holiday lights that were purchased for the median and sidewalk trees during the winter holiday season.	<b>Bradley moved and Randy seconded the motion to authorize staff to purchase new holiday lights for all the trees in the district, not to exceed \$45,000. The motion was approved unanimously.</b>
<b>SOBO Committee</b>	Randy went through the following items:	
<b>a. Report from DMS, Nick L</b>	Staff reviewed the homeless, pressure washing, and status working with Glendale PD. DMS has so far this year removed approximately	<b>No Action Taken</b>

	200,000 pounds of liter, performed 326 clean ups of human/bio waste, pressure washed 256 blocks, returned 304 shopping carts, removed 1,109 stickers, and interacted with 289 homeless calls or disturbances.	
<b>b. Budget for Bridge Link</b>	This will be discussed when the planters are going to be installed.	<b>No Action Taken</b>
<b>c. Other, repair on holiday lighting from city vendor</b>	Staff reviewed the damage from the city's landscaping company to the holiday decorations. Bradley said he will have city staff look into the matter.	<b>No Action Taken</b>
<b>7. Other</b>	Rick opened the floor for any last-minute comments. a. Bradley announced that Tamar Sadd is now joining the neighborhood services team. b. Helen announced that the Downtown looks incredibly clean.	<b>No Action Taken</b>
<b>8. Next Meeting</b>	The next meeting will be held on September 13th at 10am. It will be a Zoom/hybrid meeting. The conference room location is at 100 N. Brand Blvd, on the 6 <sup>th</sup> floor.	<b>No Action Taken</b>

**Minutes taken by Ryan, Staff/New City America**