



**Downtown Glendale Association**  
**Board of Directors Meeting**  
**Tuesday, June 18<sup>th</sup>, 2024 – 10:00 a.m.**  
**100 N. Brand Blvd, 6<sup>th</sup> Floor Conference Room**  
**Glendale, Ca 91203 - [www.downtownglendale.com](http://www.downtownglendale.com)**

**Present:** Rick Lemmo, Randy Stevenson, Helen McDonagh, Craig Gorris, Raul Porto

**Absent:** Bradley Calvert, Judee Kendall,

**Guests:** None

**Staff:** Marco Li Mandri and Ryan/NCA, Nick Lemmo/DMS

**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. All Board Members were in-person; voting members, consistent with the Brown Act rules. Quorum was met.	<i>No Action Taken</i>
<b>2. Moment of Silence for the passing of Mr. Porto</b>	Marco and Rick ask the Board of Directors to take a moment of silence for Mr. Raul Porto Sr., founder of Porto's Bakery, along with his wife. He was Board member Raul Porto's father.	<i>No Action Taken</i>
<b>3. Approval of the April 24<sup>th</sup>, 2024 Board Minutes</b>	The minutes from the April 24 <sup>th</sup> , 2024 Board meeting were reviewed.	<i>Helen moved and Raul seconded the motion to approve the minutes from the April 24<sup>th</sup>, 2024 Board meeting. The minutes were approved unanimously.</i>

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

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<b>4. Public Comments and Announcements</b>	Rick opened the floor for public comments and announcements.	<i>No Action Taken</i>
<b>5. City update on current projects</b>	The city updates will be provided at the next meeting.	<i>No Action Taken</i>
<b>6. Committee Reports</b>		
<b>Executive Committee</b>	Marco and Rick went through the following items:	
<b>a. Review of YTD Rough Draft FY24 budget</b>	a. Marco reviewed the budget; collected assessments, and carry forward. Marco reviewed the ADMIN, DISI, and SOBO categories. He reiterated that there were delinquencies in 2022 and 2023 due to the County kicking back dormant parcels and the city (who was going through personnel changes) never followed up on them. The Board discussed having an internal policy that would result in maintaining 10% reserves. Discussion followed.	<i>Helen moved and Raul seconded the motion to approve the FY24 rough draft budget. The motion was approved unanimously.</i>
<b>b. Update on costs of attending the IDA Conference in Seattle</b>	At the last Board Meeting, \$12,000 was allocated to attend the conference and travel related expenses. Staff has reached out to the IDA to determine if joining as an official member will provide a costs savings to the conference attendance. If the cost savings is achieved, then the DGA will join as a member.	<i>No Action Taken</i>
<b>c. Update on legislation regarding prop 47</b>	Marco explained the negative impacts statewide of prop 47 and the possibility of upcoming changes to the current penalties for theft and drug crimes. Discussion followed.	<i>No Action Taken</i>
<b>d. Meet with Police Chief on Issues</b>	Marco announced the DGA would be meeting with the Glendale Police Chief at 1:30 to discuss crime, theft, homelessness, street vending, performers, and other issues in the district.	<i>No Action Taken</i>
<b>e. Pending Supreme Court Ruling on the Boise Case</b>	Marco announced the Supreme Court would be issuing a ruling soon that will impact how camping on public land will be enforced. This impacts homelessness in the district. This will be discussed at the next Board Meeting too.	<i>No Action Taken</i>
<b>f. Other</b>	Rick opened the floor for any other comments.	<i>No Action Taken</i>
<b>DISI Committee</b>	Marco, Rick, and Helen went through the following items:	
<b>a. Response from PR Task Force on</b>	Helen reviewed the three candidates for the Marketing and Social Media firm. Rick announced the Executive Committees recommendation of	<i>Helen moved and Craig seconded the motion to select</i>

<b>selection of Marketing/PR Firm</b>	Sabrina Epstein. Helen explained the contract would have a clause that either party may terminate at any time upon thirty 30 days' notice. This will allow a 90-day review of performance, During the November meeting performance will be reviewed. The top priority will be to increase social media following and working with Angel City on events in the district.	<i>Sabrina Epstein (independent contractor) as the new social media/PR firm. Marco will complete the contract, starting July 15<sup>th</sup>. The motion was approved unanimously.</i>
<b>b. Website update, Sedna Solutions</b>	The Board of Directors reviewed the new accessibility statement on the website. The website was also run through a test, which resulted in zero accessibility errors.	<i>No Action Taken</i>
<b>c. Upcoming events: Night Market, Best Meals Night, Art Stroll</b>	Marco reviewed that Angel City has plans to recommend a few events for the district. They will be presented at a future meeting.	<i>No Action Taken</i>
<b>d. Int. Film Festival</b>	The International Film Festival will be September 26 – October 1 <sup>st</sup> , 2024.	<i>Helen moved and Raul seconded to allowing the Executive Committee to decide the sponsorship level of the International Film Festival. The motion was approved unanimously.</i>
<b>e. Other</b>	Helen opened the floor for any additional comments or questions	<i>No Action Taken.</i>
<b>SOBO Committee</b>	Randy went through the following items:	
<b>a. Update from DMS</b>	Staff gave an update on ongoing problem of aggressive homeless individuals in the district. The Ambassadors are constantly cleaning up urine and feces from the homeless. They have also been finding them in the stairwells. The Ambassadors are also dealing with an increased volume of vomit from the bars. Staff explained they are waiting on the city to finalize an outdoor dining plan before purchasing more tables and chairs.	<i>No Action Taken</i>

<b>b. Other</b>	a. Staff announced the planters are in production, the reservoirs will be ordered and they are working on sourcing the planting material to be placed on Central Avenue near the Galleria.	
<b>7. Other</b>	Rick opened the floor for any other discussions or questions.  It was discussed the district needs a new logo. Discussion followed to include having a contest at GCC or using AI to make a new logo. It was discussed including a saying; like, office, retail, restaurants, and fun. Another option was work, play, live, which goes along with the 18-hour city model. The logo will need to connect the North to South of the district.	<i>No Action Taken</i>
<b>8. Next Meeting</b>	The next meeting will be September 4 <sup>th</sup> at 10 am. It will be held at 100 N. Brand Blvd, on the 6 <sup>th</sup> floor.	<i>No Action Taken</i>

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