



**Downtown Glendale Association  
Board of Directors Meeting  
Thursday, March 18<sup>th</sup>, 2025 - 10:00 a.m.  
100 N. Brand Blvd., 6<sup>th</sup> 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 January 16<sup>th</sup>, 2025, Board Minutes *Action Item*
3. Announcements, public comment
4. **City Updates**
  - a. Status on Bridge Link
  - b. New Businesses and Projects Update
  - c. Artsakh Paseo activities
  - d. Any new developments or new ownerships
  - e. Communication with City Staff
5. **(Executive Committee)**
  - a. Final FY24 Budget *Action Item*
  - b. YTD Rough draft Budget review for FY 25 *Action Item*

**(DISI Committee) – Helen McDonagh**

- a. PR and Social Media report - Sabrina
- b. Website update - Sedna Solutions
- c. International Women's Day – update and results
- d. Lifestyle Photoshoot update

Randy Stevenson, President • Craig Gorris, Vice President • Rick Lemmo, V.P. & Dir. of Govt. Relations

Helen McDonagh, Treasurer • Raul Porto, Secretary

Bradley Calvert • Judee Kendell • David Tonyan

- e. Chamber State of the City Luncheon
- f. Banners
- g. Taste of Downtown Glendale, web page *Action Item*
- h. Creation of Hospitality Task Force under DISI Committee

**SOBO Committee – Randy Stevenson**

- a. Report from DMS – Nick L
  - b. Need updated uniforms
  - c. Trash can plates
  - b. Other
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 Meeting  
Thursday, January 16<sup>th</sup>, 2025 – 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:** 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:**

<i><b>Item</b></i>	<i><b>Discussion</b></i>	<i><b>Action Taken?</b></i>
<b>1. Introductions</b>	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.	<b><i>No Action Taken</i></b>
<b>2. Approval of the November</b>	The minutes from the November 6 <sup>th</sup> , 2024 Board of Directors meeting were reviewed.	<b><i>Rick moved and Craig seconded</i></b>

Randy Stevenson, President • Craig Gorris, Vice President • Rick Lemmo, V.P. & Dir. of Govt. Relations  
Helen McDonagh, Treasurer • Raul Porto, Secretary  
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[www.DowntownGlendale.com](http://www.DowntownGlendale.com) • Facebook & Twitter: DWTNGlendale • #DWTNGlendale

<b>6<sup>th</sup>, 2024 Board Minutes</b>		<i>the motion to approve the minutes from the November 6<sup>th</sup>, 2024 Board meeting. The minutes were approved unanimously.</i>
<b>3. Public Comments and Announcements</b>	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.	<i>No Action Taken</i>
<b>4. City update on current projects</b>	Marco gave an update on the following items based on Bradley's provided report.	<i>No action taken</i>
<b>a. Status on Bridge Link project</b>	City staff will be taking this to Glendale City Council on January 28 <sup>th</sup> , 2025.	<i>No Action Taken</i>
<b>b. New businesses opening in Downtown</b>	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. Arzoomanian Law	<i>No Action Taken</i>
<b>c. Annual report to City Council Date</b>	It was discussed that that annual report to City Council will be on February 11 <sup>th</sup> at 3:00pm.	<i>No Action Taken</i>
<b>5. Committee Reports</b>		
<b>Executive Committee</b>	Marco and Randy went through the following items:	
<b>a. YTD rough draft budget review for FY25</b>	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.	<i>Rick moved and Craig seconded the motion to approve the FY25 rough draft budget. The motion was approved unanimously.</i>
<b>b. 2025 Meeting Schedule</b>	It was discussed to meet the Third Tuesday, every other month. The next meeting will be March 18 <sup>th</sup> , 2025 at 10:00am.	<i>Rick moved and David seconded the motion to set</i>



		<i>Board Meetings for the Third Tuesday, every other month starting March 18<sup>th</sup>, 2025 at 10:00am.</i>
<b>d. Future Strategy and Objectives</b>	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.	<i>No Action Taken</i>
<b>DISI Committee</b>	Marco went through the following items:	
<b>a. Social Media &amp; Public Relations Update – Sabrina</b>	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.	<i>No Action Taken</i>
<b>b. Website update, Sedna Solutions</b>	The Board of Directors reviewed the report provided by Sedna Solutions. The website re-brand with the new color system and logo was completed.	<i>No Action Taken</i>
<b>c. Int. Women's Day event</b>	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.	<i>No Action Taken</i>
<b>d. Lifestyle Photo Shoot update</b>	Sabrina gave an update during the PR & Social media recap.	<i>No Action Taken</i>
<b>e. Events for the year at this point: 1. Cruise Night 2. Tech Week 3. Chamber of Commerce a. State of the City</b>	The events that the GDGA normally sponsors were reviewed. The only event discussed was the State of the City event.	<i>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</i>

<b>b. Gala 4. Other</b>		<i>approved unanimously.</i>
<b>SOBO Committee</b>	Randy went through the following items:	
<b>a. Report from DMS</b>	<p>Staff gave an update on cleaning and pressure washing.</p> <p>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.</p> <p>b. After the winds, they picked up over 100 bags of trash on the streets.</p> <p>c. The holiday decorations were put away and new items that were on sale were purchased for this upcoming year.</p> <p>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.</p> <p>e. The Ambassadors will be handing out flowers on valentine's day again.</p> <p>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.</p> <p>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.</p> <p>h. Staff explained they need a point of contact that they can reach out to at the city.</p>	<i>No Action Taken</i>
<b>b. Ambassador Office Lease</b>	The Ambassador Office lease expired in December. A new lease was presented to the Board to move to a larger space.	<i>Rick moved and Raul seconded the motion to approve Randy as President to sign the new office lease. Craig abstained. The motion was approved.</i>
<b>c. Other</b>	Randy opened the floor for any other SOBO related discussions or questions.	<i>No Action Taken</i>

<b>6. Other</b>	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.	<i>No Action Taken</i>
<b>8. Next Meeting</b>	The next meeting will be on March 18 <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**



March 12, 2025

**SUBJECT: CITY UPDATE**

**TO: GREATER DOWNTOWN GLENDALE ASSOCIATION – BOARD**

**FROM: Bradley Calvert**  
*Community Development Director– CITY OF GLENDALE*

Please find some updates below on City projects that may be of interest to the Board.

**1. BRIDGE LINK PROJECT – Bradley to update**

**2. NEW BUSINESSES IN THE DISTRICT**

Below are some of the latest business establishments that have recently opened or are scheduled for grand openings:

Open Month	Business Name	Type of Business	Address/Location
January 2025	Take Away Café	Coffee Shop	415 E. Broadway Unit #100
January 2025	Robeks Juice	Juice Bar	213 W. California Ave.
February 2025	Cecil Trattoria	Restaurant: Italian	118 S. Brand Blvd.
February 2025	Peppermint	Restaurant: Mediterranean	1218 E. Broadway Ave.
March 2025	True Classics	Retail: Men's Clothing	100 W. Broadway Suit 100
March 2025	Boba Moba	Boba Shop	117 N. Artsakh #105

**3. UPDATES ON MAJOR PROJECTS/EVENTS**

- o 2025 Let's Grow Glendale Small Business Summit  
(More Information: <https://www.chooseglendaleca.com/sbs25>)
  - **Save the Date:** Thursday, 5/1/25
  - **Sponsorship Opportunities:**
    - Title Sponsor - \$20,000
    - Platinum Sponsor - \$10,000
    - Gold Sponsor - \$5,000
    - Exhibitor - \$1,000
- o Upcoming FREE Business Webinars & Other Events
  - **Overview of the Free HR Hotline & Top 5 Ways to Stay Out of Court:** March 27, 1:00 PM – 2:00 PM
  - Registration link: [bit.ly/March272025](https://bit.ly/March272025)
  - **Tech on Tap:** Meet SoCal's Newest Accelerators
  - March 26, 5:30 PM – 8:30 PM at Paperback Brewing Co., 422 Magnolia Ave.
  - Registration link: <https://lu.ma/3vc7zwb5>

Downtown Glendale Association

2024 DRAFT Budget 12/01/2023 - 11/30/2024

NOV 2024	Dec 1, 23' - Nov 30, 24'	Year-to-Date
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Income

Assessment Income	1,483,585.27	1,483,585.27	1,490,988.70
Previous FY A/R Assessments	116,986.08	116,986.08	152,735.68
Carry Forward	302,454.87	302,454.87	302,454.87
Non Assessment	5,695.00	5,695.00	
Interest Income	42.02	580.04	580.04
Total	42.02	1,909,301.26	1,946,179.25

Expense

Administration

	Total					
	NOV 2024	Actual YTD Spent	Projected YTD	% Spent Budget	Annual Budget	% Annual Budget
Travel		1,213.71	1,500.00	80.91%	1,500.00	0.08%
Telecommunications	247.89	5,347.81	7,000.00	76.40%	7,000.00	0.36%
Staff Contract	19,687.50	236,250.00	236,250.00	100.00%	236,250.00	12.14%
Printing & Copying	401.06	1,347.28	2,000.00	67.36%	2,000.00	0.10%
Postage & Mail	311.70	884.90	1,000.00	88.49%	1,000.00	0.05%
Office Supplies		94.17	3,000.00	3.14%	3,000.00	0.15%
Memberships		729.08	1,000.00	72.91%	1,000.00	0.05%
Insurance Liability		7,105.00	7,000.00	101.50%	7,000.00	0.36%
Legal Fees		0.00	5,000.00	0.00%	5,000.00	0.26%
Board Meetings	76.82	368.75	500.00	73.75%	500.00	0.03%
Bank Charges	154.27	163.27	200.00	81.64%	200.00	0.01%
Accounting Fees		10,000.00	8,000.00	125.00%	8,000.00	0.41%
Admin - Misc.	20,000.00	20,183.00	10,000.00	201.83%	10,000.00	0.51%
Total Administration	40,879.24	283,686.97	282,450.00	100.44%	282,450.00	14.51%
Reserves		0.00	203,229.25	0.00%	203,229.25	10.44%
	0.00	0.00	203,229.25	0.00%	203,229.25	10.44%

DISI		NOV 2024	Actual YTD Spent	Projected YTD	% Spent Budget	Annual Budget	% Annual Budget
	Business Attraction		500.00	20,000.00	2.50%	20,000.00	1.03%
	Advertising	568.35	9,467.35	10,000.00	94.67%	10,000.00	0.51%
	Annual Report		841.31	1,000.00	84.13%	1,000.00	0.05%
	Banners	990.00	18,617.53	20,000.00	93.09%	20,000.00	1.03%
	Events Coordinator		8,000.00	28,000.00	28.57%	28,000.00	1.44%
	Mobile App	250.00	3,000.00	3,000.00	100.00%	3,000.00	0.15%
	Public Relations	4,000.00	43,200.00	42,000.00	102.86%	42,000.00	2.16%
	Placemaking	161.44	50,377.68	60,000.00	83.96%	60,000.00	3.08%
	Rent, Parking, Utilities	1,085.72	14,238.15	15,000.00	94.92%	15,000.00	0.77%
	Seasonal Displays	75,623.54	80,807.74	135,000.00	59.86%	135,000.00	6.94%
	Special Events		7,425.00	20,000.00	37.13%	20,000.00	1.03%
	Chamber of Commerce		2,500.00	22,000.00	11.36%	22,000.00	1.13%
	City Events		5,000.00	10,000.00	50.00%	10,000.00	0.51%
	International Women's Day		13,800.29	10,000.00	138.00%	10,000.00	0.51%
	Special Projects		1,185.00	20,000.00	5.93%	20,000.00	1.03%
	Videos		0.00	2,000.00	0.00%	2,000.00	0.10%
	Website	590.00	7,080.00	7,500.00	94.40%	7,500.00	0.39%
	Total DISI	83,269.05	266,040.05	425,500.00	62.52%	425,500.00	21.86%
SOBO	Maint. Provider & Ops. Director	70,000.00	840,000.00	840,000.00	100.00%	840,000.00	43.16%
	Rent, Parking, Utilities	2,366.08	29,431.01	30,000.00	98.10%	30,000.00	1.54%
	Fuel	2,722.31	26,580.08	27,000.00	98.44%	27,000.00	1.39%
	Public Space Maintenance	2,123.05	16,305.92	50,000.00	32.61%	50,000.00	2.57%
	SOBO Misc.	37,000.00	37,000.00	10,000.00	370.00%	10,000.00	0.51%
	Capital Improvements		0.00	10,000.00	0.00%	10,000.00	0.51%
	Supplies	1,317.08	15,532.53	20,000.00	77.66%	20,000.00	1.03%
	Uniforms	1,257.29	5,456.07	10,000.00	54.56%	10,000.00	0.51%
	Ambassador Welfare	10,588.78	16,160.69	20,000.00	80.80%	20,000.00	1.03%
	Truck / P.W. Maintenance	576.83	4,597.30	10,000.00	45.97%	10,000.00	0.51%
	Automobile Insurance		3,846.52	8,000.00	48.08%	8,000.00	0.41%
	Total SOBO	127,951.42	994,910.12	1,035,000.00	96.13%	1,035,000.00	53.18%
	TOTAL EXPENSES	252,099.71	1,544,637.14	1,946,179.25	79.37%	1,946,179.25	100.00%

Downtown Glendale Association						
2025 DRAFT Budget 12/01/2024 - 11/30/2025						
		FEB 2025	Dec 1, 2024 - Dec 31, 2024		% Received	Annual Budget
						% Annual Budget
Income						
	Assessment Income	885,751.30	885,751.30		58.17%	1,522,818.97
	Non Assessment	0.00	0.00		-	-
	Interest Income	45.78	94.44		-	-
	Total	885,797.08	885,845.74		58.17%	1,522,818.97
Balance Sheet			Carry Forward From Fiscal Year 2024			364,664.12
					Total	1,887,483.09
						100.00%
Expense						
Administration		FEB 2025	Actual YTD Spent	Projected YTD	% Spent Budget	Annual Budget
	Travel		0.00	1,250.00	0.00%	5,000.00
	Telecommunications	255.44	1,451.72	1,750.00	20.74%	7,000.00
	Staff Contract	20,671.88	62,015.64	62,015.63	25.00%	248,062.50
	Printing & Copying	393.09	547.66	500.00	27.38%	2,000.00
	Postage & Mail		0.00	250.00	0.00%	1,000.00
	Office Supplies		33.46	500.00	1.67%	2,000.00
	Memberships		255.00	250.00	25.50%	1,000.00
	Insurance Liability		6,737.48	1,750.00	96.25%	7,000.00
	Legal Fees	1,000.00	1,000.00	1,250.00	20.00%	5,000.00
	Board Meetings		73.18	125.00	14.64%	500.00
	Bank Charges		0.00	50.00	0.00%	200.00
	Accounting Fees		0.00	2,500.00	0.00%	10,000.00
	Admin - Misc.		660.00	1,250.00	13.20%	5,000.00
	Total Administration	22,320.41	72,774.14	73,440.63	24.77%	293,762.50
	Reserves		0.00	44,105.15	0.00%	176,420.59
		0.00	0.00	44,105.15	0.00%	176,420.59

DISI		FEB 2025	Actual YTD Spent	Projected YTD	% Spent Budget	Annual Budget	% Annual Budget
	Business Attraction		0.00	2,500.00	0.00%	10,000.00	0.53%
	Advertising		0.00	3,750.00	0.00%	15,000.00	0.79%
	Annual Report	846.50	846.50	250.00	84.65%	1,000.00	0.05%
	Banners		0.00	5,000.00	0.00%	20,000.00	1.06%
	Events Coordinator		0.00	5,000.00	0.00%	20,000.00	1.06%
	Mobile App	220.00	660.00	662.50	24.91%	2,650.00	0.14%
	Public Relations	4,000.00	12,000.00	12,000.00	25.00%	48,000.00	2.54%
	Placemaking		0.00	15,000.00	0.00%	60,000.00	3.18%
	Rent, Parking, Utilities	1,107.04	3,288.83	3,750.00	21.93%	15,000.00	0.79%
	Seasonal Displays	3,810.94	7,187.32	25,000.00	7.19%	100,000.00	5.30%
	Special Events		289.43	3,750.00	1.93%	15,000.00	0.79%
	Chamber of Commerce		0.00	2,500.00	0.00%	10,000.00	0.53%
	City Events		0.00	2,500.00	0.00%	10,000.00	0.53%
	International Women's Day	3,500.00	3,500.00	3,750.00	23.33%	15,000.00	0.79%
	Special Projects		101.98	3,000.00	0.85%	12,000.00	0.64%
	Photography/Videos	6,602.50	6,602.50	1,750.00	94.32%	7,000.00	0.37%
	Website	662.00	1,986.00	1,987.50	24.98%	7,950.00	0.42%
	Total DISI	20,748.98	36,462.56	92,150.00	9.89%	368,600.00	19.53%
SOBO		FEB 2025	Actual YTD Spent	Projected YTD	% Spent Budget	Annual Budget	% Annual Budget
	Maint. Provider & Ops. Director	72,975.00	218,925.00	218,925.00	25.00%	875,700.00	46.40%
	Rent, Parking, Utilities	3,086.68	8,044.16	10,000.00	20.11%	40,000.00	2.12%
	Fuel	157.97	4,865.24	6,750.00	18.02%	27,000.00	1.43%
	Public Space Maintenance	417.65	7,049.67	6,250.00	28.20%	25,000.00	1.32%
	SOBO Misc.	1,068.53	1,068.53	2,500.00	10.69%	10,000.00	0.53%
	Capital Improvements		0.00	2,500.00	0.00%	10,000.00	0.53%
	Supplies	420.58	2,787.81	5,000.00	13.94%	20,000.00	1.06%
	Uniforms		898.79	2,500.00	8.99%	10,000.00	0.53%
	Ambassador Welfare		1,539.67	3,750.00	10.26%	15,000.00	0.79%
	Truck / P.W. Maintenance		2,468.68	2,500.00	24.69%	10,000.00	0.53%
	Automobile Insurance		5,772.52	1,500.00	96.21%	6,000.00	0.32%
	Total SOBO	78,126.41	253,420.07	262,175.00	24.17%	1,048,700.00	55.56%
TOTAL EXPENSES		121,195.80	362,656.77	471,870.77	19.21%	1,887,483.09	100.00%



# Downtown Glendale Association

## Balance Sheet Standard

### As of February 28, 2025

	Feb 28, '25
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
DGA Montecito Bank	887,853.09
Total Checking/Savings	887,853.09
Accounts Receivable	
Accounts Receivable	165,386.27
Total Accounts Receivable	165,386.27
Total Current Assets	1053239.36
Fixed Assets	
Machinery and Equipment	36,893.94
Automobile	96,655.47
Accumulated Depreciation	-153,402.00
Other FA	37,755.04
Machinery and Equipment	23,016.08
Total Fixed Assets	40,918.53
Other Assets	
Accumulated Amortization	-30,000.00
district Formation cost	30,000.00
Right of Use Assets	17,891.53
Total Other Assets	17,891.53
TOTAL ASSETS	1112049.42
<b>LIABILITIES &amp; EQUITY</b>	

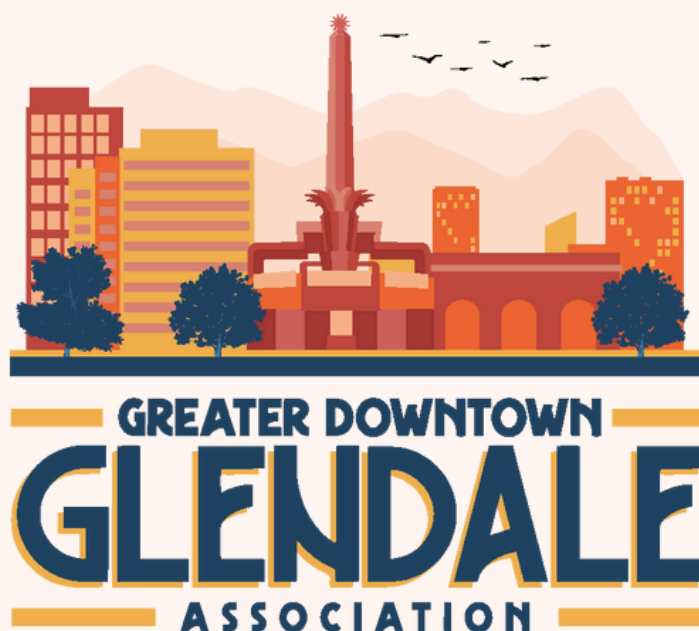
# Downtown Glendale Association

## Balance Sheet Standard

As of February 28, 2025

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	Feb 28, '25
Liabilities	
Current Liabilities	
Other Current Liabilities	
Lease liability - current	16,959.50
Total Other Current Liabil...	16,959.50
Total Current Liabilities	16,959.50
Long Term Liabilities	
Lease liability - long term	1,424.78
Total Long Term Liabilities	1,424.78
Total Liabilities	18,384.28
Equity	
*Unrestricted Net Assets	487,455.06
Unrestricted Net Assets	83,021.11
Net Income	523,188.97
Total Equity	1093665.14
TOTAL LIABILITIES & EQU...	1112049.42



**JAN 15, 2025 - MAR 9, 2025**

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PREPARED BY:  
SABRINA EPSTEIN

# KEY METRICS

## INSTAGRAM

**3,079 FOLLOWERS**

+2% vs Jan 14

**860 INTERACTIONS**

591 accounts engaged

8.3% from ads

**69,755 VIEWS**

23,630 accounts reached

(+662.5%)

53.4% from ads

## FACEBOOK

**9,700 FANS**

category avg. is 1,800

**120 INTERACTIONS**

+107% vs Jan 14

**47,100 VIEWS**

6,700 accounts reached

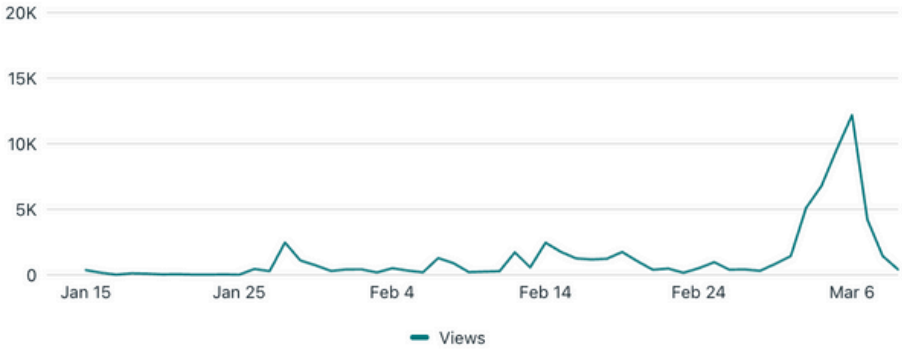
# TOP CONTENT: INSTAGRAM17

## Content overview

Breakdown: Organic/ads

All Posts Stories

Views ● 69.8K ↑ 528.7% Reach ● 23.6K ↑ 662.5% Content interactions ● 860 ↑ 323.6%



### Views breakdown

Jan 15 – Mar 9

Total 69,755 ↑ 528.7%

From organic 47% ↓ 53%

From ads 53% ↑ 100%

## Top content by views

Boost content

See all content



Tickets are now on sale for our 5th Annu...

Tue Jan 28, 8:00am  
28.5K 112  
2 15



Our FIRST EVER pop-up on the paseo!!...

Tue Feb 18, 3:50pm  
7.4K 173  
4 62



Some more photos from today's fun...

Fri Feb 14, 3:04pm  
5.3K 67  
0 3



Can't wait to spend this Friday...

Tue Mar 4, 1:02pm  
3.6K 46  
2 17



Last year's International Wome...

Tue Feb 25, 9:00am  
3.3K 36  
0 1



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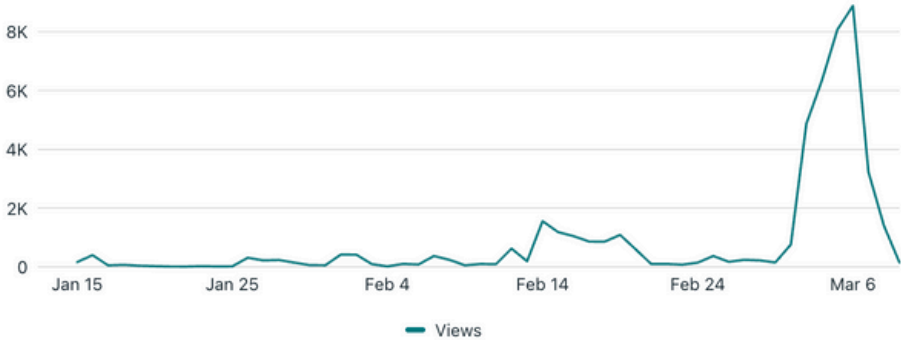
# TOP CONTENT: FACEBOOK18

## Content overview

Breakdown: Organic/ads

All Posts Stories Reels Videos Live

Views 47.1K ↑ 747.8% Reach 6.7K ↓ 30.5% 3-second views 104 ↑ 477.8% 1-minute views 0 0% Content interactions 120 ↑ 106.9% Watch time 25m > 2



### Views breakdown

Jan 15 – Mar 9

Total  
47,097 ↑ 747.8%

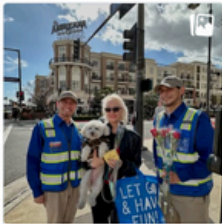
From organic  
27% ↓ 73%

From ads  
73% ↑ 100%

## Top content by views

Boost content

See all content



Happy Valentine's Day from Downtown...

Fri Feb 14, 3:01pm

1.3K 15  
0 0



Ahead of our upcoming...

Wed Mar 5, 6:29pm

540 5  
0 1



Some more photos from today's fun...

Fri Feb 14, 3:04pm

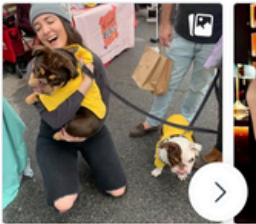
507 4  
0 0



Last year's International Wome...

Tue Feb 25, 9:00am

487 2  
0 0



Ahead of our upcoming...

Wed Feb 19, 2:56pm

450 2  
0 0

# IWD 2025 ADS

Campaign name	Ad Set Name	Reach	Impre ssions	Results	Amount spent	Cost per result	Schedule
Event: Internati...	All	1,511	2,441	58 Link clicks	\$19.77	\$0.34 Link Click	—
	Event: Inter...	1,511	2,441	58 [2] Link clicks	\$19.77	\$0.34 [2] Link Click	Mar 3, 2025 ...
Instagram post:...	All	8,864	21,592	157 Link clicks	\$119.54	\$0.76 Link Click	—
	Instagram P...	8,864	21,592	157 [2] Link clicks	\$119.54	\$0.76 [2] Link Click	Mar 3, 2025 ...
Total results 4 / 4 rows displayed		10,250 Accounts Center acco...	24,033 Total	215 Link clicks	\$139.31 Total spent	\$0.65 Link Click	—

## GOALS

- Continue **strengthening brand identity** by integrating the **new logo** and **visual assets** across all social channels, ensuring consistent messaging and increased brand recognition.
- Expand **community engagement** and **audience reach** through **targeted content strategies**, **collaborations**, and **interactive campaigns** that **drive local participation** and visibility.
- Enhance **promotional efforts** by developing and distributing a **structured monthly content calendar** that aligns with key initiatives, incorporates **creative promotions from local businesses**, and drives awareness and participation.



## International Women's Day Recap – Greater Downtown Glendale Association

**Event Overview:** The International Women's Day celebration was a notable success, bringing together the community to honor and uplift women. The event saw strong attendance, engaging discussions, and valuable networking opportunities.

### Key Metrics:

- **Total Tickets:** 111
- **Total Tickets Purchased:** 100
- **Ticket Revenue:** \$4,498.00
- **Additional Revenue (Sponsorships):** \$2,000
- **In-Kind Donations:** Regents Coffee, Celsius (Goody Bag Inserts)

### Financial Summary (Profit & Loss Statement on pg. 3):

- **Event Budget:** \$15,000
- **Total Revenue:** \$6,498.00
- **Total Expenses:** \$17,174.98
- **Net Outcome:** -\$10,676.98

### Event Highlights:

- **Venue:** Received excellent feedback for ambiance and accessibility.
- **Attendance:** Great turnout, showcasing strong community interest.
- **Keynote Speech:** Highly praised for its inspirational content and engagement.
- **Survey:** Would like to send out ASAP with approval

### Event Photos:

<https://www.dropbox.com/scl/fo/3iglai0yu5hc85uhwf6tq/ACUZNq7UrSPNR8a4XPylPjY?rlkey=m4rlldtrcv55ay86ekrj90udsi&st=mwhcqg18&dl=0>

### Event Suggestions:

- **Ticket Sales:** Collaborate with the City of Glendale and Chamber of Commerce earlier to enhance promotion and ticket sales.
- **Marketing:** Amplify social media presence and email campaigns to maximize reach and engagement.
- **Networking Opportunities:** Introduce interactive networking mixers or games to encourage mingling and connections among attendees.

### PR Coverage & Media Outreach

- **Press Release Distribution:** Sent to 180 media contacts
- **Coverage:**
  - Pre-Event Feature: Glendale News-Press – Read Here

- Post-Event Feature: Glendale News-Press – Scheduled for publication on Sat, Mar 15, 2025
- **Notable Media Attendance:**
  - Glendale News-Press reporter
  - Outlook Newspapers publisher and president (representing six hyperlocal papers)
- **Social Media Performance (Feb 11 – Mar 10)**
- **Instagram:**
  - Views: 59.2K (+420.2%)
  - Reach: 22.2K (+470.5%)
  - Content Interactions: 681 (+278.3%)
  - Link Clicks: 411 (+5.8K%)
  - Top Performing Content: Stories & event promotion posts
  - Published Content: 52 Stories, 11 Feed Posts
- **Facebook:**
  - Views: 43.5K (+1.0K%)
  - Reach: 4K (+23.5%)
  - Content Interactions: 95 (+280%)
  - Notable Engagement: Event teaser posts, community shares
- **Additional Promotional Support**
  - **City of Glendale Email Blasts:** Feb 21 & Mar 3 – Promoting event to city-wide audience
  - **Chamber of Commerce:** Email newsletter promotions (via Judee Kendall)
  - **The Valley Economic Alliance:** Shared flyer & event details on March 4 (X & Instagram)
- **Key PR Takeaways**
  - Strong organic performance on social media, with significant increases in reach and engagement
  - Amplification through city and business partners, including multiple email blasts and social shares
  - Secured local PR coverage in Glendale News-Press, with a post-event feature scheduled for March 15
  - Challenges with Meta’s advertising approval process delayed our ability to run paid promotions, with approval finally granted on March 3. This limited the timeframe for ad-driven reach and ticket sales

## Greater Downtown Glendale Association

Friday, March 7, 2025

2:00pm-5:00pm

**INCOME****Sponsors**

US Bank	\$1,000.00
Adventist Health	\$1,000.00
Massage Envy (goody bag)	
Regent Coffee (goody bag)	

**Tickets**

General Admission	100 sold, 11 comps	\$4,498.00
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**EXPENSES****Food & Beverage**

Tray Pass	1hr	\$3,000.00
Well Drink	\$12 x 150 drinks	\$1,800.00
service fee		\$1,008.00
tax & cc fee		\$681.00

**Marketing/Promotion**

Flyers, Posters	\$182.15
Social Media	

**Props/Décor & Equipment**

Flowers		\$358.31
IWD Kit		\$255.00
Photo Backdrop & signag	T's & Signs	\$356.70
Supplies	Bag, pen, notebook, name badges, et.	\$404.61

**Rentals**

A/V	Astro AV	\$1,414.21
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**Staff**

Photographer	Dutchess	\$215.00
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**Event Management**

New City Spaces	\$7,500.00
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<b>TOTAL EXPENSES</b>	<b>\$17,174.98</b>
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<b>TOTAL REVENUE</b>	<b>\$6,498.00</b>
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<b>VARIANCE</b>	<b>\$10,676.98</b>
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Presents

# Awards AND STATE OF THE CITY LUNCHEON 2025

**THURSDAY, MARCH 27, 2025 • 11:30 A.M.**  
HILTON GLENDALE • 100 W. GLENOAKS BLVD., GLENDALE 91202

## 2025 GLENDALE CHAMBER OF COMMERCE HONOREES

Guest Emcee  
**Coleen Sullivan**



**ABC7  
Eyewitness News  
Co-anchor**

Woman of the Year  
**Jennifer Schultz Bertolet**  
President  
David N. Schultz Inc.

Man of the Year  
**Randy Stevenson**  
President  
Stevenson Real Estate Services

Humanitarian of the Year  
**Paula Devine**  
Former Glendale Mayor  
and City Council Member 2014 - 2024

Community Excellence Award  
"Keeping Glendale Safe"  
**Glendale Fire Department  
and  
Glendale Police Department**

Business of the Year  
**Nothing Bundt Cakes Glendale**  
Bonnie & Jeff Abel  
Owners



Featuring  
**Mayor Elen Asatryan**  
Presenting the 2025 State  
of the City Address

Kindly respond no later than Wed., March 19th.

Please return to:  
**Glendale Chamber of Commerce**

**701 N. Brand Blvd., Ste. 120  
Glendale, CA 91203**

or FAX to: 818-240-2872

E-mail: [events@glendalechamber.com](mailto:events@glendalechamber.com)

For additional information,

Call: 818-240-7870

Company
Name
Address
Phone
E-Mail

### Method of Payment

<input type="checkbox"/> Check in the amount of \$ _____	
<input type="checkbox"/> Please charge my credit card # _____	Exp. Date: _____
Name on Card _____	CVC _____ Billing Zip _____
Signature _____	Visa _____ Master _____ Amex _____ Discover _____

Please reserve:

- @ \$3,000—Platinum Sponsor**  
Table for 10, recognition in Program,  
on screen and all tables and your  
company marketing materials placed  
at all guest tables
  - @ \$1,750—Gold Sponsor**  
Table for 10, recognition in Program, on  
screen and on all tables
  - @ \$1,200—Silver Sponsor**  
Seating for 6, recognition in Program, and  
on screen
- All sponsors will receive recognition in social media  
and in digital newsletter
- @ \$100 — Members**
  - @ \$120 — Non-Members**

### Program Book Advertising

Congratulate honorees or promote your business!  
Full Page — \$500 - Size 4.25" w X 7.25" h  
Half Page — \$250 - Size 4.25" w X 3.63" h  
Ads due by Wed., Mar. 19. Please submit as PDF





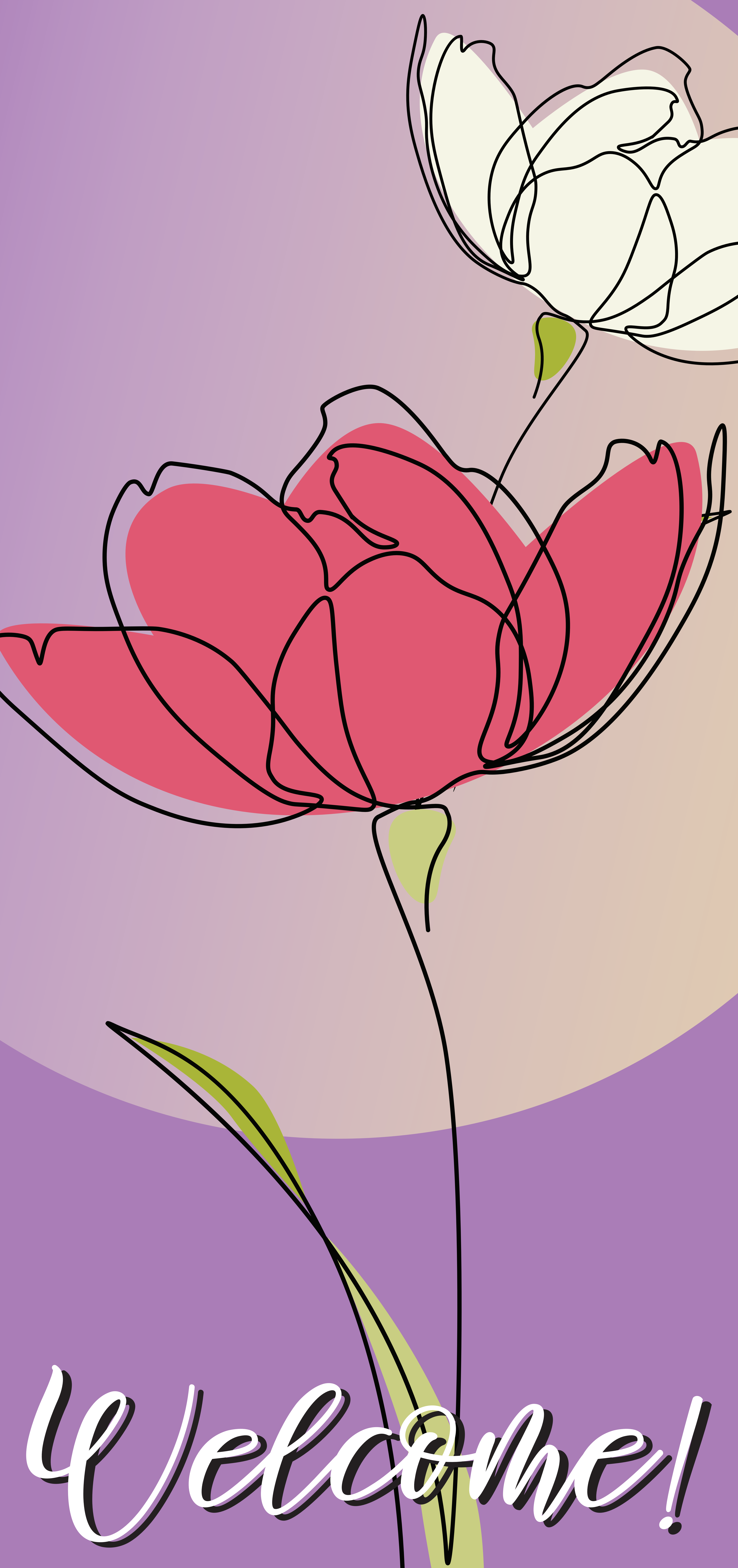
*Welcome!*

— GREATER DOWNTOWN —  
**GLENDAL**  
— ASSOCIATION —

DOWNTOWNGLENDALE.COM  
#DWTNGLENDALE

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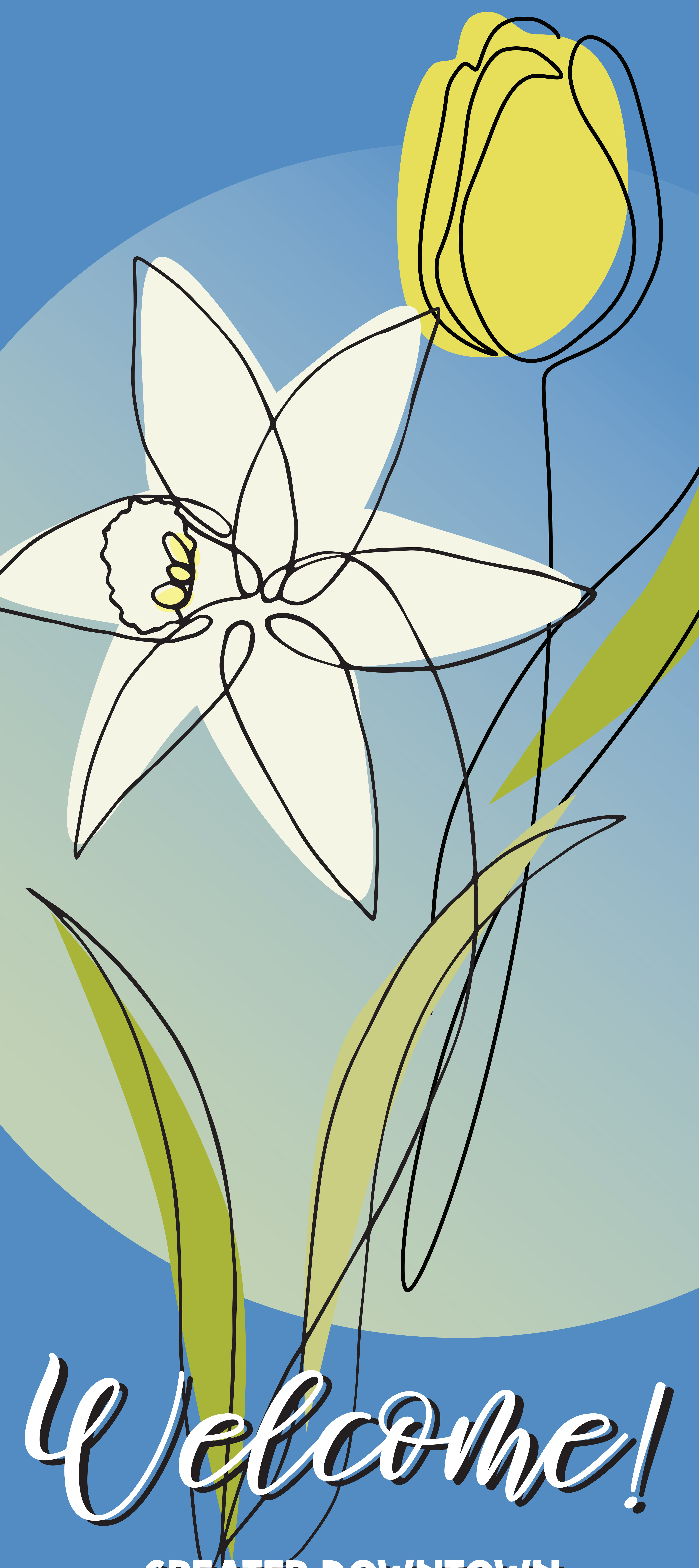


# Welcome!

— GREATER DOWNTOWN —  
**GLENDAL**  
— ASSOCIATION —

DOWNTOWNGLENDALE.COM  
#DWTNGLENDALE





*Welcome!*

— GREATER DOWNTOWN —  
**GLENDAL**  
— ASSOCIATION —

DOWNTOWNGLENDALE.COM  
#DWTNGLENDALE

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GREATER DOWNTOWN  
**GLENDALE**  
ASSOCIATION



## INVOICE



121 N. Kenwood St.  
Glendale, CA 91206  
818-243-2611 ext 1

**BILL TO:**

Greater Downtown Glendale Association  
Attn: Helen McDonagh  
c/o Nick Angulo  
nangulo@newcityamerica.com

INVOICE NUMBER	GDGA - TWG URL
INVOICE DATE	March 12, 2025
OUR ORDER NO.	
YOUR ORDER NO.	
TERMS	Due on receipt

QUANTITY	DESCRIPTION	UNIT PRICE	AMOUNT
1	Purchase of two URLs from Glendale Arts:  tastewalkglendale.com and tasteofdowntownglendale.com		\$2,600.00
		SUBTOTAL	2,600.00
		TAX	
		PAY THIS AMT	2,600.00

**MAKE ALL CHECKS PAYABLE TO:**

Glendale Arts