



**Downtown Glendale Association
Board of Directors
Wednesday, May 4th, 2022 – 10:00 a.m.
Zoom Video Conference
www.downtownglendale.com**

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

Absent: Steven Sayers

Guests: Lt. Alex Krikorian, 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 10:00 am. Introductions were completed. This was a Zoom meeting due to the COVID shelter in place requirements. Everyone called in or was on video for the meeting, consistent with the Brown Act rules.	No Action Taken
2. Approval of the February 23rd, 2022 Board Minutes	The minutes from the February 23 rd , 2022 Board meeting were reviewed.	Bradley moved and Helen seconded a motion to approve the minutes from the February 23rd, 2022 Board meeting. The minutes were approved.
3. Approval of continuing to	Marco explained the Governors AB361 which allows provisions to the Brown Act during the	Randy moved and Raul seconded a

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

meet virtually, AB 361	pandemic to meet virtually with the public. Because of the health hazards and variants, it was discussed to continue meeting virtually; however, have a plan to move back to in person or hybrid meetings.	motion to continue to meet virtually if needed and take it back up at the next Board meeting. The motion was approved unanimously.
4. Public Comments and Announcements	Rick opened the floor for public comments and announcements. a. Lieutenant Alex Krikorian gave an update on behalf of the Glendale Police Community Outreach bureau. Code enforcement has been working with the food vendors to make sure they are in compliance. They conducted a homeless count and should have the results by this month.	No Action Taken
5. Committee Reports		
Executive Committee	Rick and Marco went through the following items:	
a. YTD Rough Budget review for FY 22	Marco reviewed the budget, the collected assessments, and carry forward. Marco reviewed the ADMIN, DISI, and SOBO categories. All line items are underbudget.	No Action Taken
b. Authorization to have Executive Committee to amend the bylaws to include new property owner/tenant breakdown	Marco explained that Staff will review the bylaws and the Executive Committee will amend them to have an adequate property owner and tenant balance of seats.	Helen moved and Bradley seconded the motion to accept and support the Executive Committee to amend the bylaws breakdown. The motion was approved unanimously.
DISI Committee	Helen went through the following items:	
a. Events for 2022	Helen explained that Cruise Night and Tech week will be happening this in year. When the DGA Sponsors an event, the logo needs to be on all promised marketing locations. The DGA used to support with a \$10,000 sponsorship plus banners for Tech Week.	Helen moved and Raul seconded a motion for Rick to work with the City on the sponsorship of Cruise Night and Tech week not to exceed \$15,000 plus banners.

		The motion was approved unanimously.
b. Reconstitute Committee	Helen and Marco held a meeting last month for the DISI Committee. Hotels and others participated. They have another meeting scheduled in May and will continue to grow the Committee. They are looking to have representatives from the Americana, Galleria, Hotels, and additional locations.	No Action Taken
c. Authorization to have Staff issue RFP based upon the DISI budget	The Executive Committee discussed hiring an events coordinator to help with events in the District.	Helen moved and Bradley seconded a motion to authorize Staff to issue an RFP for a person or company to coordinate events in the District. The motion was approved unanimously.
d. Other	Emma from Mustang Marketing reviewed the supplied report. Emma stated she is excited for contests and events coming back to Glendale. She has also been re-sharing City of Glendale and My Glendale posts.	No Action Taken
SOBO Committee	Randy went through the following items:	
a. Report from DMS, Nick L	<p>1. Nick reviewed the need to purchase new cigarette ash trays for the poles. This was originally supplied by the City but the vendor has stopped selling them and the City doesn't service them anymore. The DGA cleans them out and will now replace the damaged ones. They will be rekeyed and branded with DGA logo design</p> <p>2. Nick reviewed the status of the current pressure washer and need for it to be replaced. Staff received two quotes and went with the lower cost of the quotes. It has all the items needed for proper services in the District.</p>	<p>1. Randy moved and Helen seconded the motion to support the Executive Committee and approve the purchase of 42 ash trays. The motion was approved unanimously.</p> <p>2. Bradley moved and Raul seconded the motion to support the Executive Committee and approve the purchase</p>

	<p>3. Nick reviewed the costs, timelines, and locations for new Trash receptacles. They City has placed 20 out and the DGA will now have purchased 16 to cover the missing spots in the District. The DGA bolts them down so they cannot be tipped over too.</p>	<p>and trade in the old pressure washer. The motion was approved unanimously.</p> <p>3. Helen moved and Randy seconded a motion to support the Executive Committee and approve the purchase of six new Victor Stanley trash Receptacles.</p>
<p>b. Bridge Link project – projected costs</p>	<p>Marco reviewed the cost of the bridge link planters. The cost would be around \$117,500 for one side of the bridge on Brand and Central. This will connect both sides of the district over the 134. It will also allow for a safety barrier between vehicles and pedestrians. The City will need to purchase them and place them. The DGA will plant, water, and maintain them. DGA will also be able to use them for Seasonal displays.</p>	<p>Helen moved and Raul seconded the motion to authorize DGA staff to work the details out with City staff on City acquisition of capital improvement and placement and GDGA to provide maintenance and watering services. The motion was approved unanimously.</p>
<p>c. Other</p>	<p>DMS Staff reviewed the pictures of the work the Ambassadors have done. They also stated that they have seen homeless decline by about 40%. In addition, Nick reviewed the status of the Dodge Ram Truck. It was explained that the Truck will be traded in and a new one will be purchased. This will allow for continuous service and can be funded by the budget. If additional funds are needed, they can be reallocated at a later date to from contingency to cover any line items that are over.</p>	<p>The Board reaffirmed with the Executive Committee Consensus to purchase a new truck and trade in the Ram using the current budget line items. All Board Members reaffirmed.</p>
<p>5. City update on current projects</p>	<p>Bradley and Ani reviewed the following updates with the Board of Directors:</p>	

<p>a. Project review work in having presentations on new developments and projects</p>	<p>Ani explained that small businesses are granted short term Right of Entry permits to test their business model in various retail spaces along N. Artsakh Ave. The city charges no rent for up to 6 months and provides utilities and a wireless hot-spot for internet access. Two rounds of the program have taken places thus far. Current participants include Chez Gagne (giftware store), Rock Photography Museum, The Glendale Room (comedy club), and Rolling Robots (robotics academy for youth). Due to construction timelines for the Artsakh Arts & Entertainment District, a third round may take place later this year.</p>	<p>No Action Taken</p>
<p>b. New businesses opening in Downtown</p>	<p>Ani announced that following new businesses are coming to the District:</p> <ul style="list-style-type: none"> •Amazon Style (Coming Soon)- Americana •Teaspoon (Coming Soon)-Americana at Brand •Chez Gagne (Artsakh) •Rock Photography Museum (Artsakh) •The Glendale Room (Artsakh) •Herand's Kitchen (946 N. Brand) •Burning Mouth (Coming Soon)- Galleria •Chalice Collectibles (Coming Soon)- Galleria •Devil & Agenl (Coming Soon)- Glendale Galleria •District Pub (Coming Soon)- Glendale Galleria •Samsonite- Briggs Riley by Travel Store-Galleria •Sunglass Gallery- (Coming Soon)- Galleria <p>Rick explained that the Americana at Brand is expecting more luxury tenants. The tenant brands are similar to Rodeo Drive now in Glendale.</p>	<p>No Action Taken</p>
<p>c. Downtown Office vacancy rate stats</p>	<p>Ani stated that the Downtown office vacancy rates are 21% up from 13%.</p>	<p>No Action Taken</p>
<p>d. City Economic Development Meeting - Bradley</p>	<p>Bradley explained the City continues to have meetings on being more efficient and Raul commented that if building inspectors had great training, it would be beneficial for all new businesses.</p>	<p>No Action Taken</p>
<p>e. Alfresco Program</p>	<p>Ani explained that Staff is working with Studio111 on the design aspect and implementation of the Downtown Glendale</p>	<p>No Action Taken</p>

Update and design	parklets. The item is expected to go to Council early June. They are trying for three to four locations.	
d. Other	Ani announced that The Sixth Annual Glendale Tech Week planning will begin next month and is expected to take place in September or October 2022.	No Action Taken
7. Other	Rick opened the floor for additional comments or questions.	No Action Taken
8. Next Meeting	The next meeting will be July 13 th at 10 am. It will still most likely be a Zoom/hybrid meeting. Staff will look into have zoom at the office conference room.	No Action Taken

Minutes taken by Ryan Huffman, Staff/New City America