

Downtown Glendale Association Board of Directors Annual Meeting Wednesday, November 15th, 2023 - 10:45 a.m. 100 N. Brand Blvd., 6th Floor Conference Room Glendale, CA 92013

For information related to access to this call, please call the Greater Downtown Glendale office at (818) 476-0121

AGENDA

- 1. Introductions President Rick Lemmo
- 2. Approval of September 13th 2023, Board Minutes

Action Item

Action Item

- 3. Announcements, public comment
- 4. City Update on current projects:
 - a. Annual report process/December
 - b. Annual report to City Council January 2024
 - c. Status on Bridge Link project, purchase and timeline
 - d. Project review work in having presentations on new developments and projects
 - e. New businesses opening in Downtown
 - f. Other
- 5. Report from Nominations Committee:
 - Board members from Greater Downtown DGA up for re-nomination, 2-year terms:
 Rick Lemmo, Bradley Calvert, and Craig Gorris
 - b. Appointment of Board members for 2024-2026

c. Election of Officers for 2024:

President;
 Vice President;
 Secretary;
 Treasurer

Action Item
Action Item
Action Item

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

Action Item

Action Item

(Executive Committee)

a.	YTD Rough Budget review for FY 23	Action Item
b.	Proposed budget and carry forward for FY 2024	Action Item
c.	Meeting to set budget, authorize a Budget 2024 Budget	Action Item
	Task Force	
d.	5% increase for all vendors to be implemented as of	Action Item
	December 1 st , 2023	
e.	Authorize the executive committee to consider staff	Action Item

(DISI Committee) - Helen McDonogh

bonuses for the holidays

- a. Holiday decorations, Toy Soldiers update
- b. PR and Social Media report Mustang
- c. Website update, Sedna Solutions
- d. Events for 2024 FUSE contract, review list
- e. Intl. Women's Day, March 2024, Helen is Chair
- f. Rough draft logo
- g. Holiday tree lighting date
- h. Authorize Staff to work with the city on outdoor A-Frame *Action Item* signage

SOBO Committee – Randy Stevenson

- a. Report from DMS Nick L
- b. New equipment request if any
- c. 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 Wednesday, September 13th, 2023 – 10:00 a.m. 100 N. Brand Blvd, 6th Floor Conference Room Glendale, Ca 91203 www.downtownglendale.com

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

and, Craig Gorris

Absent: Judee Kendall

Guests: Jennifer Coronado/City of Glendale, David Jones/City of Glendale, Elizabeth

Harris/City of Glendale, Steve Corrigan/Glendale Police Department, Circuit

Staff: Emma Frawley/Mustang Marketing, Marco Li Mandri and Ryan/NCA, Nick

Lemmo/DMS, and Curt Booker/Fuse

Minutes:

Item	Discussion	Action Taken?
1. Introductions	President, Rick Lemmo called the meeting to order at 10:00 am. Introductions were completed. Rick introduced Craig Gorris, the new General Manager at the Glendale Galleria Rick, Randy, Raul, Craig, Helen, and Bradley were in-person, voting members, consistent with the Brown Act rules. Quorum was met.	No Action Taken
2. Approval of the November June 13 th , Board of Director Minutes	The minutes from the June 13 th , 2023 Board meeting were reviewed.	Helen moved and Randy seconded the motion to approve the minutes from the June 13 th , 2023 Board meeting. The

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

		minutes were approved.
3. Public	Rick opened the floor for public comments and	No Action Taken
Comments and	announcements.	
Announcements	a. Steve Corrigan from the Glendale Police	
	Department (PD) gave the following update:	
	The PD are aware flash mobs happening and	
	have increased foot patrols. They are using	
	cameras and e-bikes to help too. They have	
	homeless mental health clinicians and officers	
	that are devoted to the homeless. They had	
	three hundred new homeless contacts in July	
	2023. The zero-bail program has resulted in	
	people who are arrested to be released very	
	quickly. Marco asked for a report on how	
	many open beds Glendale has. Marco also will	
	be leading a task force to try and help the	
	district. Staff has reported ambassadors being	
4 60	assaulted by homeless in the district.	
4. City update on	Bradley reviewed the following updates with	
current projects	the Board of Directors:	NY 4 4 70 N
a. Circuit –	Bradley introduced Circuit to give a	No Action Taken
Presentation on	presentation about a shuttle service.	
shuttles and	a. Circuit is an all-electric company that	
circulators	specializes in micros transit. They use 100%	
1 C'4 C	W2 employees and electric vehicles.	NI A 4° TO 1
b. City of	David Jones gave a presentation on the City of	No Action Taken
Glendale, David	Glendale's Climate action and adaption plan.	
Jones, Climate	In 2010 it was decided to reduce greenhouse	
action and	gases. The city will be offering webinars to promote greener initiatives. The Board	
adaption plan	1 -	
	discussed that the outreach was appreciated and finding a way that allows for economic	
	changes that work are important.	
c. Project review	Bradley said he will work on having	No Action Taken
work and have	information and projects shared with the Board	110 fiction fancii
presentations on	of Directors.	
new		
developments		
and projects		
d. Bridge link	Bradley announced they will need to issue an	No Action Taken
status	RFP for planters and use a grant to purchase	
	them. Staff will work on getting the city	
	specifications and design details of the	
	planters.	

e. Tech Week	Bradley announced Tech Week is happening	No Action Taken
e. Tech week	now and so far, is an excellent event with a lot	No Action Taken
	of different types of events happening.	
f. Artsakh update	Bradley announced that RFPs for construction	No Action Taken
1. Artsakii upuate	are out and a vendor is expected to be selected	No Action Taken
	<u> -</u>	
	in October. Once the project is awarded, the	
	city will provide a presentation and project timeline to the Board.	
5. Committee	timeline to the Board.	
Reports Executive	Rick and Marco went through the following	
Committee	items:	
a. Review of YTD	Marco reviewed the budget, the collected	Randy moved and
Rough Draft	assessments, and carry forward. Marco	Raul seconded the
Financial report	reviewed the ADMIN, DISI, and SOBO	motion to approve
Tinanciai report	categories. All categories are under budget.	the FY23 rough
	Marco's staff is looking into the uncollected	draft budget. The
	assessments. Historically, the district usually	motion was
	collects about 98% of assessments.	approved
	concets about 7870 of assessments.	unanimously.
b. 3-year contract	Marco announced that all companies; New	No Action Taken
including 30-day	City America, Sedna Solutions, Mustang	NO ACTION TAKEN
escape clause,	Marketing, and District Maintenance Services	
5% cap on	turned in the annual contract limitations on	
contracts, due by	increases in contract costs, conditional upon	
all vendors by	the 3-year agreement. This updated agreement	
June 30th	is acknowledging the 3-year contract, with the	
June John	Board having a 30-day escape clause for each	
	contractor, with cause, and limits a 5% max	
	increase each year.	
c. Add Craig	Rick Lemmo introduced Craig Gorris. Craig	Raul moved and
Gorris from	gave a brief background and announced he has	Bradley seconded the
Brookfield to	assumed the role as General Manager for the	motion to accept the
Board of	Glendale Galleria. Rick and the Board	Executive
Directors	welcomed Craig to the Board.	Committees
Birectors	were onice crang to the Board.	recommendation and
		appoint Craig Gorris
		as a Board Member
		for the Downtown
		Glendale
		Association. The
		motion was
		approved
		unanimously.
d. Appointment	Marco explained the annual Board nomination	Bradley moved and
of Nominations	process. Under the bylaws, the President can	Helen seconded the
	process. Onder the offams, the resident our	man seconded the

Committee for Annual Meeting	appoint two people to review the Board applicants by initiating an annual Nominations Task Force, Chaired by the President. Marco will draft the notice to be mailed out to all property owners in the CBD 45 days before the annual meeting. It will be endorsed by the President and Secretary. Discussion followed.	motion to form the Nominations Committee. The Committee will be established by the President and the Committee will oversee the nominations process. The motion was approved unanimously.
e. Selection of Annual Meeting date	Rick announced the Executive Committee recommended November 15 th , 2023 at 10:45am for the annual Board of Directors meeting.	Helen moved and Bradley seconded the motion to accept the Executive Committees recommendation and set the annual meeting date for November 15th, 2023 at 10:45am. The motion was approved unanimously.
DISI Committee	Marco and Helen went through the following items:	
a. Annual Women's Day event, set up task force by November, set date for Friday March 8th, 2024	Helen announced the International Women's Day event will be Friday, March 8 th , 2024 at the rooftop of the Glenmark Hotel. The task force will start planning the event in November.	No Action Taken
b. Women's Achiever \$5K advertisement	Helen explained the Women's Achievers advertisement request. This can be an advertisement in Business Life Magazine or/and at the event. It will be to promote International Women's Day 2024 event. Discussion followed.	Raul moved and Randy seconded the motion to authorize Mustang Marketing to work on an advertisement with Business Life/Women's Achievers not to exceed \$5,000 to promote the 2024 International

		Women's Day event. The motion was approved unanimously.
c. Tech Week, Tech on Tap	Rick announced he will be at the closing event on behalf of the Greater Downtown Glendale Association. Also, Banners were hung throughout the district to promote the event.	No Action Taken
d. Taste of	Fuse will be working on an event in	No Action Taken
Glendale – Status e. Fall Displays,	November, if it is possible to put this together Staff explained the fall decorations will be	No Action Taken
holiday decorations, Nick	placed out like normal, they will concentrate on high profile locations. Historically theft and damage has been getting worse each year.	
f. Tree Lighting date	The date was not known yet.	No Action Taken
g. Sedna Solutions Monthly Fee Request	Staff reviewed that Sedna Solutions requested a \$200 increase in monthly fee. This will bring the monthly total to \$800. Sedna Solutions does pay for all the hosting fees of the website and mobile application.	Bradley moved and Raul seconded the motion to accept the Executive Committees recommendation and approve a \$200 increase for Sedna Solutions. The motion was approved unanimously.
SOBO Committee	Randy went through the following items:	
a. Update from DMS	Staff gave an update on pressure washing and homeless in the district.	No Action Taken
b. Homeless Intervention progress	Marco will be working on a task force to try and help the ambassadors in the district. It was reported the ambassadors have been assaulted by the homeless recently. Marco spoke about the use of "civil stay away orders" for the employees. Discussion followed.	No Action Taken
6. Other	Rick opened the floor for any other discussions or questions.	No Action Taken
7. Next Meeting	The next meeting will be the Annual Board meeting and will be held on November 15th at 10:45am. It will be held at 100 N. Brand Blvd, on the 6 th floor.	No Action Taken

Minutes taken by Ryan, Staff/New City America



September 21st, 2023

To: Greater Downtown Glendale Community Benefit District (CBD) Property

Owners

SUBJECT: Annual Nominations and Elections' Board Meeting for the Greater Downtown

Glendale Association

Dear Greater Downtown Glendale Community Benefit District (CBD) Property Owner:

The Downtown Glendale Association is the public benefit, non-profit District Management Corporation which is under contract with the City of Glendale to disburse the revenues of the CBD on behalf of the property owners in the Greater Downtown Glendale Community Benefit District. The Association has been operating since the Fall of 2012 with a volunteer Board of Directors and officers.

This annual Board Nominations process is an open process and all interested property owners, who are current on their Greater Downtown Glendale CBD assessment payments are encouraged to participate.

Please keep in mind that in nominating yourself or others to the Board, this is a **working** Board of Directors. Volunteer Board members are required to:

- 1. Be current on the Greater Downtown Glendale CBD assessments for the most current fiscal year, (FY 22 23);
- 2. Actively participate in one of the Committees of the Board, (please see attached)
- 3. Help raise funds for the Board and its activities;
- 4. Support the goals and policies of the Board;
- 5. Attend all regular Board meetings;

We do not seek nominees to fill a seat; we seek active committed Downtown Glendale CBD property owners who seek to rapidly improve the commerce, image and amenities of Greater Downtown Glendale.

Please take a moment to fill out the attached nominations form. You may nominate yourself to the Board.

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

Schedule for the 2023 Annual Greater Downtown Glendale Association Board Meeting:

Nomination Letters Distributed to Property Owners Week of Sept. 25th, 2023

Nominations due to Nominations Committee: Friday, November 3rd, 2023

Annual Elections Meeting Held: Wednesday, November 15th, 2023

10:45 a.m. (in person)

The nominations are due in the Downtown Glendale District Association office at 100 N. Brand Blvd., Ste 508, Glendale, CA 91203 by Friday, November 3rd, 2023 at 3:00 p.m. Nominations received after that date may not be considered for selection to the Board. Nominations may be dropped off, mailed, scanned and e-mailed or faxed to the office.

If you have any questions regarding this process, please call our Executive Director, Marco Li Mandri, at (818) 476-0121. Thank you for your ongoing efforts to improve Downtown Glendale District for everyone involved.

Sincerely,

Helen McDonagh Rick Lemmo Secretary President

Greater Downtown Glendale Association Greater Downtown Glendale Association

Marco Li Mandri Executive Director/Downtown Glendale Association

ATTACHMENTS

Greater Downtown Glendale Association (GDGA) CBD Board of Directors Committee Structure -2023

DGA Committee	Functions and Duties
Executive Committee	Oversees staff and district consulting contracts, corporate finances,
	insurance, development of budget, Board agendas and meetings,
Chair: Rick Lemmo,	correspondences, outreach, bylaws and Board policies, relations with
President of the	the City Manager's office, political reps and public agencies, Board
Corporation	elections, fundraising, oversees contract with the DGA, etc.
	Consists of all of the officers of the corporation.
Sidewalk Operation,	Oversees maintenance service employees involved in the improvement
Beautification and Order	of the public rights of way, including sidewalk sweeping, steam
(SOBO)	cleaning, landscaping. Coordinates with other office building and
	private security companies in the district.
Chair: Randy Stevenson	
	Relations with Glendale Police Dept, Homeless Providers
District Identity and	Projects would include those that market and promote the Downtown
Marketing	or promote positive aspects of the Downtown Glendale CBD.
Chair: Helen McDonagh	Those issues may include branding of the district, public relations, social media, underwriting special events, Website maintenance, banner program, seasonal displays, holiday decorations, visual linkages, new public spaces projects, improvements to public spaces in the district, district walking maps, brochures, twitter and facebook management, etc.
Land Use and Project	Planning, zoning, parking, parking enforcement, traffic calming,
Review Committee and	transportation, review of new mixed use developments, review of new
Downtown Community	construction and its impact, street relationship, etc.
Plan Update	
Chair: Rick Lemmo	

Staff:

Marco Li Mandri, Executive Director / Ryan Huffman, Administration (New City America)



Greater Downtown Glendale District Association
Board of Directors Nomination Form – 2023
Due Friday, November 3rd, 2023
2023 Annual Board Meeting
Wednesday, November 15th, 2023 – 10:45 a.m.
100 N. Brand Avenue, 6th Floor Conference Room

Address of Property owned or represented: America	na at Brand 88	9 Americana V	Vay, Glendale, C
Owner or Authorized Representative Name: Rick Len	nmo (Print)		
Are you currently on the Board of Directors:		Yes $\underline{ imes}$	No
Are you currently serving on a Committee of the Boa	rd?	Yes \times	No
Do you support the goals of the Association to impro Downtown Glendale Association?	ove Downtown	Glendale throu	gh the Greater No
Would you like to nominate yourself to the Board for a 2023 and serving for 2 years?	property owner	seat commencin	ng November No
Name of other nominee (accepted by nominee)			
Your name (as owner or authorized representative):_	(Sign name)	a. Le	mue
Date signed: 10/30/2023			
Eligibility verified/Assessments current (done by s Please return by mail at the address listed below or	•	nent and send t	n
ryan@downtownglendale.com, or fax to: 818.484.2		ione and sond t	Š
Rick Lemmo, President / Government Re Randy Stevenson, Vice President • Helei Craig Gorris • Bradley Cal	n McDonagh, Se	cretary / Treasu	



Greater Downtown Glendale District Association
Board of Directors Nomination Form – 2023
Due Friday, November 3rd, 2023
2023 Annual Board Meeting
Wednesday, November 15th, 2023 – 10:45 a.m.
100 N. Brand Avenue, 6th Floor Conference Room

Address of Property owned or represented:_	City of Glendale Prop	perty	
Owner or Authorized Representative Name: E	Bradley Calvert (Print)		
Are you currently on the Board of Directors:		$_{Yes}\underline{ imes}$	No
Are you currently serving on a Committee of	the Board?	Yes_X	No
Do you support the goals of the Association Downtown Glendale Association?	to improve Downtown	Glendale throug Yes <u>X</u>	gh the Greater No
Would you like to nominate yourself to the Boa 2023 and serving for 2 years?	urd for a property owner	seat commencin Yes <u>X</u>	g November No
Name of other nominee (accepted by nomin	ee)		
Your name (as owner or authorized represen	tative): ////////////////////////////////////		
Date signed: 10/30/2023			
Eligibility verified/Assessments current (do Please return by mail at the address listed be ryan@downtownglendale.com, or fax to: 81	elow or scan the docum	nent and send to)
Rick Lemmo, President / Governo Randy Stevenson, Vice Presiden		•	

Craig Gorris • Bradley Calvert • Judee Kendall



Greater Downtown Glendale District Association Board of Directors Nomination Form – 2023 Due Friday, November 3rd, 2023 2023 Annual Board Meeting Wednesday, November 15th, 2023 – 10:45 a.m. 100 N. Brand Avenue, 6th Floor Conference Room

100 N. Brand Bouleva	ard Suite 508 Glenda	le. CA 91203	
Rick Lemmo, President / Govern Randy Stevenson, Vice Presiden Craig Gorris ® Bra		ecretary / Treasu	
Please return by mail at the address listed by ryan@downtownglendale.com , or fax to: 81		nent and send t	0
Eligibility verified/Assessments current (d	one by staff)		
\$			
Date signed: 10/30/2023			
	(Sign name)	X	
Your name (as owner or authorized represer	ntativa):	4	
Name of other nominee (accepted by nomin	nee)		
Would you like to nominate yourself to the Bo 2023 and serving for 2 years?	ard for a property owner	seat commencii Yes <u>X</u>	ng November No
Do you support the goals of the Association Downtown Glendale Association?	n to improve Downtown	Glendale throu	gh the Greater No
Are you currently serving on a Committee of	f the Board?	Yes_X	No
Are you currently on the Board of Directors:		Yes <u>X</u>	No
owner or Authorized Representative Name.	(Print)		
Owner or Authorized Representative Name:	Craig Gorris		
Address of Property owned or represented:	Glendale Galleria - 100 W Broa	dway Suite 100, Glenda	le, CA 9121

164,757.74

8.51%

Downtown Glendale Association

		2023	DRAFT Budget 12/01/20	22 - 11/30/2023			14
	_	Nov 2023	Dec 1, 22' - Nov 30, 23'	Year-to-Date	_	Annual Budget	_
Income	_				_		_
	Assessment Income		1,315,409.93	1,315,409.93		1,468,145.61	
	FY22 Assessments Paid after 11/30		82,522.34	82,522.34		82,522.24	
	Carry Forward		385,989.89	385,989.89		385,989.89	
	Non Assessment						
	Interest Income		684.08	684.08			
	Total	0.00	1,784,606.24	1,784,606.24		1,936,657.74	
Expense						Total	
Administration	-	Nov 2023	Actual YTD Spent	Projected YTD	% Spent Budget	Annual Budget	% Annual Budget
	Travel		0.00	0.00	0.00%	0.00	0.00%
	Telecommunications	386.53	5,373.44	8,000.00	67.17%	8,000.00	0.41%
	Staff Contract	18,750.00	225,000.00	225,000.00	100.00%	225,000.00	11.62%
	Printing & Copying		559.35	2,500.00	22.37%	2,500.00	0.13%
	Postage & Mail		519.49	1,000.00	51.95%	1,000.00	0.05%
	Office Supplies	68.57	899.59	3,000.00	29.99%	3,000.00	0.15%
	Memberships		754.08	750.00	100.54%	750.00	0.04%
	Insurance Liability		5,317.19	9,500.00	55.97%	9,500.00	0.49%
	Legal Fees		0.00	5,000.00	0.00%	5,000.00	0.26%
	Board Meetings	66.31	350.13	750.00	46.68%	750.00	0.04%
	Bank Charges		138.41	400.00	34.60%	400.00	0.02%
	Accounting Fees		6,850.00	7,500.00	91.33%	7,500.00	0.39%
	Admin - Misc.		0.00	13,000.00	0.00%	13,000.00	0.67%
	Total Administration	19,271.41	245,761.68	276,400.00	88.92%	276,400.00	14.27%
	Reserves		0.00	164,757.74	0.00%	164,757.74	8.51%

0.00

164,757.74

0.00%

0.00

DISI	-	Nov 2023	Actual YTD Spent	Projected YTD	% Spent Budget	Annual Budget	% Annual Budget
	Business Attraction		0.00	20,000.00	0.00%	20,000.00	1.03%
	Advertising	3,640.00	10,340.00	10,000.00	103.40%	10,000.00	0.52%
	Annual Report		833.83	1,000.00	83.38%	1,000.00	0.05%
	Banners		10,372.80	40,000.00	25.93%	40,000.00	2.07%
	Events Coordinator		24,498.69	28,000.00	0.00%	28,000.00	1.45%
	Mobile App	300.00	2,600.00	3,000.00	86.67%	3,000.00	0.15%
	Public Relations	3,000.00	36,000.00	40,000.00	90.00%	40,000.00	2.07%
	Placemaking		0.00	75,000.00	0.00%	75,000.00	3.87%
	Rent, Parking, Utilities	1,074.59	12,751.31	20,000.00	63.76%	20,000.00	1.03%
	Seasonal Displays	31,870.19	109,887.90	135,000.00	81.40%	135,000.00	6.97%
	Special Events		8,799.21	20,000.00	44.00%	20,000.00	1.03%
	Chamber of Commerce		4,200.00	5,000.00	84.00%	5,000.00	0.26%
	City Events		10,000.00	10,000.00	100.00%	10,000.00	0.52%
	International Women's Day		7,911.30	7,500.00	105.48%	7,500.00	0.39%
	Special Projects		279.60	20,000.00	1.40%	20,000.00	1.03%
	Videos		0.00	5,000.00	0.00%	5,000.00	0.26%
	Website	500.00	5,000.00	6,000.00	83.33%	6,000.00	0.31%
	Total DISI	40,384.78	243,474.64	445,500.00	54.65%	445,500.00	23.00%
SOBO							
	Maint. Provider & Ops. Director	66,666.66	799,999.92	800,000.00	100.00%	800,000.00	41.31%
	Rent, Parking, Utilities	2,390.39	29,007.36	30,000.00	96.69%	30,000.00	1.55%
	Fuel	1,189.66	21,942.20	30,000.00	73.14%	30,000.00	1.55%
	Public Space Maintenance	547.88	14,485.93	50,000.00	28.97%	50,000.00	2.58%
	SOBO Misc.	379.80	3,627.03	20,000.00	18.14%	20,000.00	1.03%
	Capital Improvements		1,501.66	50,000.00	3.00%	50,000.00	2.58%
	Supplies	709.02	12,776.24	20,000.00	63.88%	20,000.00	1.03%
	Uniforms	602.38	4,679.40	10,000.00	46.79%	10,000.00	0.52%
	Ambassador Welfare	289.74	9,791.17	20,000.00	48.96%	20,000.00	1.03%
	Truck / P.W. Maintenance	936.05	5,412.11	10,000.00	54.12%	10,000.00	0.52%
	Automobile Insurance		6,855.00	10,000.00	68.55%	10,000.00	0.52%
	Total SOBO	73,711.58	910,078.02	1,050,000.00	86.67%	1,050,000.00	54.22%
	TOTAL EXPENSES	133,367.77	1,399,314.34	1,936,657.74	72.25%	1,936,657.74	100.00%























November 2023

Downtown Glendale Association

Social Media Report

<u>Facebook</u>	Total Lilvon	Doot Doogh Dools	Doct Engagoment
Nov-23	Total Likes 9,796	Post Reach Peak 3,264	Post Engagement 1,275
Sept-23	9,622	3,704	1,652
June-23	9,819	4,202	1,233
Feb-23	9,918	5,538	1,485

Instagram

Nov-23	Followers 2,401	Impressions 2,833
Sept-23	2,381	2,553
June-23	2,325	3,327
Feb-23	2,307	3,637

^{*}Peak times followers see our posts is 9 a.m. - 7 p.m. Most followers are between 25-44 years old. Top locations are Glendale and LA, with 62.1% being women and 37.8% being men.

X formerly known as Twitter

Nov-23	Followers 1,480	Impressions 2,013
Sept-23	1,487	2,149
June-23	1,487	2,376
Feb-23	1,480	2,467





Heather Watson Ghermezian
President, Soroptimist
International Glendale

the health of patients with chronic conditions, Heather led the Heart Failure, Readmission Reduction, and Bariatric Surgery program, among others, helping to develop, implement, and drive improvement in clinical quality.

She explained "One of the best things I did to enhance my career was to go after my MBA and also to enroll in Toastmasters. Both experiences forced me to become skilled at public speaking and improve my critical thinking skills. Any professional leader needs to be adept at communication, both written and oral."

Soroptimist International is a global volunteer organization dedicated to providing women and girls with access to the education and training they need to achieve economic empowerment: "My involvement in Soroptimist International of Glendale has opened my eyes to the power of women to improve the lives of those in our community with crucial needs." Soroptimist International of Glendale also provides grants to organizations that serve the needs of women and girls in Glendale and its neighbors in a variety of areas, from medical care to emotional support to overcoming homelessness and domestic violence. "The women who dedicate their lives to helping others are the best people in our community," she continued.

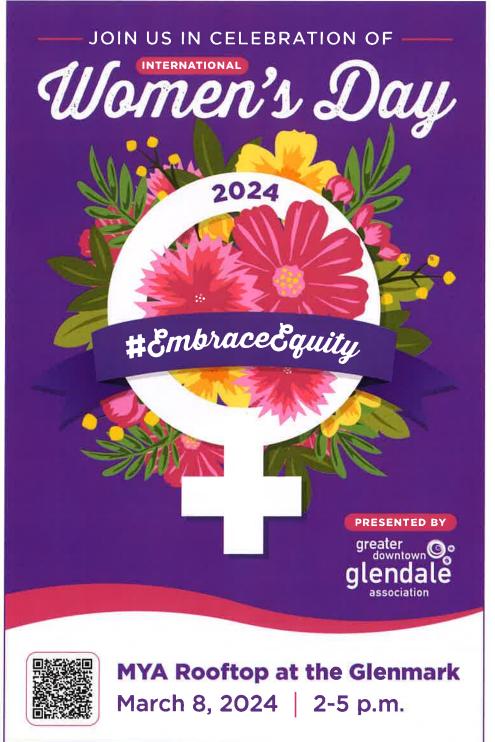
Ghermezian quoted Winston Churchill's observation: "We make a living by what we get, but we make a life by what we give."

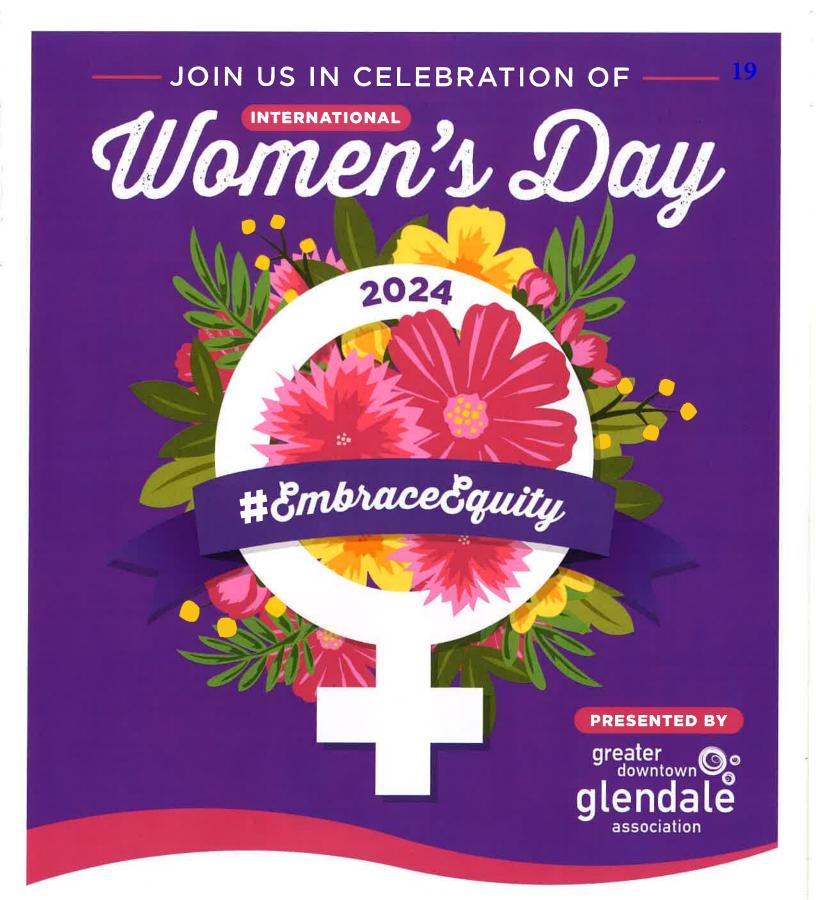
Heather currently is enjoying retirement, spending time with her three grandchildren, two daughters, and her husband of 42 years, Vartan.





he greatest social and wellness concern for women today is the quest to do it all and to do it all well. In this internet/social media age, everyone looks perfect, acts perfect and seems perfect. Sadly, this is not always the case for 'real' women. For those of us







MYA Rooftop at the Glenmark March 8, 2024 2-5 p.m.

Get to Know Our Christmas Tree

November 7-December 25, 2023

The holidays inspire traditions both old and new. As one of L.A.'s most beloved seasonal monuments, a sparkling and majestic white fir makes its way from the Mt. Shasta region in Northern California to The Grove, helping make spirits bright year after year.

As you experience the magic carried by this long-lived pillar of Christmas, take a moment to admire a few features that add to its grandeur.

- 12,000 Lights
- More Than 8,000 Ornaments
- 80 Feet of Splendor

