



Downtown Glendale Association

Board of Directors Annual Meeting

Wednesday, November 30th, 2022 - 10:00 a.m.

100 N. Brand Blvd., 6th Floor Conference Room

Glendale, CA 92013

Zoom Call, Video Conference Call

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

**Special Meeting of the Board held under the Governors COVID
Executive Order Relating to Meetings Under the Brown Act**

TEMPORARY MODIFICATIONS TO THE BROWN ACT DUE TO COVID-19:

Based on current COVID-19 directives and mandates, Governor Newsom has modified and suspended some of The Brown Act requirements temporarily. For a list of the items that Governor Newsom has modified or suspended, please see attached.

AGENDA

1. **Introductions – President Rick Lemmo**
2. **Continue to meet virtually as per AB 361** **Action Item**
3. **Approval of October 5th, 2022 Board Minutes** **Action Item**
3. **Announcements, public comment**
4. **City Update on current projects:**
 - a. Annual report process/December
 - b. Annual report to City Council – January
 - c. Status on Bridge Link project, purchase and timeline **Action Item**
 - d. Visit Widget program
 - e. Project review work in having presentations on new developments and projects
 - f. New businesses opening in Downtown
 - g. Other

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

**100 N. Brand Boulevard • Suite 508 • Glendale, CA 91203
Phone: 818.476.0121 • Fax: 818.484.2618 • Info@DowntownGlendale.com
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5. Report from Nominations Committee:

- a. Board members from Greater Downtown DGA up for re-nomination, 2-year terms:
Raul Porto, Helen McDonagh, Randy Stevenson, Judee Kendall
- b. Appointment of Board members for 2023- 2025 **Action Item**
- c. Election of Officers for 2023:
 - 1. President; **Action Item**
 - 2. Vice President; **Action Item**
 - 3. Secretary; **Action Item**
 - 4. Treasurer **Action Item**

(Executive Committee)

- a. YTD Rough Budget review for FY 22 **Action Item**
- b. Proposed budget and carry forward for FY 2023 **Action Item**
- c. Other

(DISI Committee) – Helen McDonogh

- a. Holiday decorations, Toy Soldiers - update
- b. PR and Social Media report - Mustang
- c. Website update, mobile application - Shant
- d. Events for 2023 – FUSE contract
- e. Intl. Women’s Day, March 2023, Helen is Chair
- f. Other

SOBO Committee – Randy Stevenson

- a. Report from DMS – Nick L
- b. New equipment request – if any **Action Item**
- 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, October 5th, 2022 – 10:00 a.m.

100 N. Brand Blvd, 6th 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

Guests: Ani Pogossian, Lieutenant Alex Krikorian/GPD, Officer Shaun Carlson/GPD, Yazdan Emrani, Sarkis Oganessian

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 10:05 am. Introductions were completed. This was a hybrid/Zoom meeting due to the COVID shelter in place requirements. Everyone was in person or was on Zoom video for the meeting, consistent with the Brown Act rules.	No Action Taken
2. Approval of July 13th, 2022 Board Minutes	The minutes from the July 13 th , 2022 Board meeting were reviewed.	Bradley moved and Helen seconded the motion to approve the minutes from the July 13th, 2022 Board meeting. The minutes were approved unanimously.

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3. Approval of continuing to meet virtually, AB 361	Marco explained the Governors AB361 which allows provisions to the Brown Act during the pandemic to meet virtually with the public. Because of the health hazards it was determined to continue to allow to meet virtually; however, the conference room will be booked to allow all those that feel safe to attend in person.	Randy moved and Bradley seconded the motion to continue to meet virtually and review again 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 Krikorian announced that Officer Shaun Carlson has joined the Downtown Glendale PD team. He also stated that Chief of Police would be retiring. Captain Andrew Jenks would be the interim Glendale Police Chief. He discussed the homeless has been taking over areas since the Ascenia employee who worked in the area went out of medical leave. Glendale PD is working with Parks on a new contract to help expand homeless services.	No Action Taken
5. City update on current projects	Bradley and Ani reviewed the following updates with the Board of Directors:	
a. Bridge Link Process	Bradley announced the city has identified funding to purchase the planters for the 134 overpasses. Marco will work with Bradley on the purchase and install.	No Action Taken
b. Tech on Tap	Ani announced that tech on tap isn't happening this month because of Tech Week.	No Action Taken
c. Update from the Alex Theatre	Bradley announced that they would be recommending to the city to modernize the facility in November. He will follow up at the next Board meeting with further updates.	No Action Taken
d. News racks – when can we get them removed?	Marco explained the news racks are abandoned. They collect trash and stickers. The city will work with Marco on coordinating the removal of unused news racks.	No Action Taken
e. Artsakh Street improvements project Presentation by- Sarkis Oganessian -	Yazdan Emrani and Sarkis Oganessian from the City of Glendale Public Works department gave a through update on the 10-phase plan for the Artsakh Street improvement project. The project will add new outdoor seating, landscape, and lighting. They will add shade structures, public art, and change the roadway alignment. It will be between Harvard and Wilson. The	No Action Taken

Deputy Director of Public Works	construction is projected to start in April 2023. Any questions can be asked to Sarkis the project manager. Marco did recommend to think about the trees with a large canopy to provide shade. Also, think about the speed of cars traveling down the one-way.	
6. Committee Reports		
Executive Committee	Rick and Marco went through the following items:	
a. Letter regarding Zoning code & process changes, Sent to City Council Meeting August 23	Rick reviewed the letter sent to city council with the Board of Directors.	No Action Taken
b. Set Annual Meeting date, authorize staff to send out letters and nomination forms.	Marco reviewed the annual nomination process.	Helen moved and Randy seconded the motion to set the annual meeting date for November 30th, 2022 at 10am and for staff to mail out the letters and nomination forms. The motion was approved unanimously.
c. Helen McDonogh resignation	Rick announced that Helen withdrew her resignation from the Board. Helen will continue on the Executive Committee, Board of Directors, and as the DISI Committee Chair.	No Action Taken
d. Nomination of Judee Kendell to serve on the Board as a Community at Large rep (tenant)	Rick explained that the Executive Committee recommended to appoint Judee Kendall from the Chamber of Commerce to the Board of Directors. Discussion followed.	Helen moved and Randy seconded the motion to approve Judee Kendall to join the Board of Directors. The motion was approved unanimously.

e. YTD Rough Budget review for FY22	Marco reviewed the budget, the collected assessments, and carry forward. Marco reviewed the ADMIN, DISI, and SOBO categories. Staff will work on finding out who has not paid assessments. Marco said the budget is in good shape and will be able to help purchase additional trash cans and plant the bridge link planters.	No Action Taken
f. Bylaws amendment	Marco explained that staff drafted an updated bylaws that added the following: This Board tenant must be in good standing with its landlord to be eligible to be accepted to serve on the Board. This will allow the business tenant to follow the same standard as the property owner, as they have to be current on their assessments. Rick explained the Executive Committee recommended that the statement should be the following: Any such business tenant must be in good standing with its landlord to be eligible to serve on the Board of Directors. The motion was approved unanimously.	Randy moved and Raul seconded the motion to accept the Executive Committee recommendations and update the bylaws to state: Any such business tenant must be in good standing with its landlord to be eligible to serve on the Board of Directors. The motion was approved unanimously.
DISI Committee	Helen went through the following items:	
a. Appoint new Chair, recommendation to the Board	Helen announced since she withdrew her resignation from the Board, she would continue to serve as the Chair of the DISI Committee.	No Action Taken
b. Bridge Link planters – production update	Bradley explained he will work with Marco on the purchase of the planters. He has identified funding and expects them to be purchased.	No Action Taken
c. Police Awards Luncheon on 10/6/22, authorization for donation	Rick explained that the Glendale Police are having their annual awards luncheon and reached out for sponsorship. He recommended a \$5,000 sponsorship.	Helen moved and Raul seconded the motion to sponsor the Glendale Police awards luncheon. The motion was approved unanimously.
d. Update from Mustang	Emma reviewed her report and gave an update on social media. Rick would like to increase	

	followers. Emma will promote the new Dodger Store.	
e. FUSE contract update	Rick announced he is working on the FUSE contract and should have a contract in place by November or December 1 st .	No Action Taken
f. Holiday Fall displays	Staff explained that fall displays will be out next week. They have 12 locations identified for hay, pumpkins, and scarecrows. The price of pumpkins has gone up drastically compared to last year. Staff will get the locations to Emma to be shared and posted on social media. Staff also asked Ani to turn on the power for the holiday tree lights.	No Action Taken
g. Update from SEDNA	The report on the website and mobile application was reviewed. Staff relayed that Sedna has been very quick to add events, articles, and reports to the website.	No Action Taken
h. Creation of Intl. Women's Day Task Force	Helen explained they will be creating the task force now that FUSE is hired. The city will be involved in producing the event too. Emma and Ani will need to start working together, so once the events coordinator is up and running, they will be ready to go. Helen will be the chair of the task force. They will also ask Judee to help with the event.	No Action Taken
SOBO Committee	Randy went through the following items:	
a. Report from DMS, Nick L	Staff reviewed the newly brand trash cans that were installed throughout the district.	No Action Taken
b. Homeless in the District	Staff reviewed the homeless situation going on in the district.	No Action Taken
c. Identify location for new trash receptacles.	Staff will be reviewing the trash cans placed in the district and identifying new potential locations.	No Action Taken
7. Other	<p>a. Ani announced the opening of the following new businesses:</p> <ul style="list-style-type: none"> • Chanel Fragrance and Beauty Boutique- Americana • Jaaaaan Restaurant- Artsakh Ave. (Coming Soon) • La Rochelle Restaurant – 204 N. Brand Blvd. • Dodger Clubhouse – Glendale Galleria • Artie's Express- Glendale Galleria • Saint Laurent- Americana 	No Action Taken

	<p>b. Ani gave the following update on Tech Week:</p> <p>The Sixth Annual Glendale Tech Week events will take place October 17-20, 2022 which will consist of panel discussions, a pitch festival, closing award ceremony and various networking events. More information can be found on the website: www.glendaletechweek.com.</p>	
8. Next Meeting	<p>The next meeting will be the Annual meeting to be held on November 30th at 10am. It will be a Zoom/hybrid meeting. The conference room location is at 100 N. Brand Blvd, on the 6th floor.</p>	No Action Taken

Minutes taken by Ryan, Staff/New City America



November 30, 2022

SUBJECT: CITY UPDATE

TO: GREATER DOWNTOWN GLENDALE ASSOCIATION – BOARD

FROM: Ani Pogossian

Economic Development Coordinator – ECONOMIC DEVELOPMENT, CITY OF GLENDALE

Please find the update below on City projects that may be of interest to members of the Board:

A. NEW BUSINESSES IN THE GREATER DOWNTOWN GLENDALE AREA

- Prison Art Luxury Boutique- Glendale Galleria (Coming Soon)
- Gilly Hicks- Glendale Galleria (Coming Soon)
- Coffee Bean & Tea Leaf- Glendale Galleria (Coming Soon)
- Golden Goose- Americana at Brand
- Revise Denim- Americana at Brand

B. AL FRESCO UPDATE

- The Downtown Parklets are expected to be completed by 2023. Bradley Calvert will provide an update on this timeline.



**Greater Downtown Glendale Association
Board of Directors Nomination Form – 2022
Due Friday, November 18th, 2022
Annual Board meeting to be held via zoom/video on
Wednesday, November 30th, 2022 – 10:00 a.m.**

Address of Property owned or represented: 589 AMERICANA WAY

Owner or Authorized Representative Name: Rick Lemmo (Print)

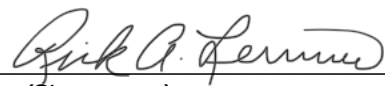
Are you currently on the Board of Directors: Yes x No

Are you currently serving on a Committee of the Board? Yes x No

Do you support the goals of the Association to improve the Greater Downtown Glendale CBD through the Downtown Glendale Association? Yes x No

Would you like to nominate yourself to the Board for a property owner seat commencing November 2022 and serving for 2 years? Yes x No

Name of other nominee (accepted by nominee) Helen McDonagh

Your name (as owner or authorized representative): 
(Sign name)

Date signed: November 6, 2022

Eligibility verified/Assessments current (done by staff) _____

Please return by mail at the address listed below or scan the document and send to ryan@downtownglendale.com, or fax to: 818-484-2618

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Wednesday, November 30th, 2022 – 10:00 a.m.**

Address of Property owned or represented: 115 WEST DRYDEN

Owner or Authorized Representative Name: RANDY STEVENSON (Print)

Are you currently on the Board of Directors:

Yes ☒

No ☐

Are you currently serving on a Committee of the Board?

Yes ☒

No ☐

Do you support the goals of the Association to improve the Greater Downtown Glendale CBD through the Downtown Glendale Association?

Yes ☒

No ☐

Would you like to nominate yourself to the Board for a property owner seat commencing November 2022 and serving for 2 years?

Yes ☒

No ☐

Name of other nominee (accepted by nominee) _____

Your name (as owner or authorized representative): Randy Stevenson
(Sign name)

Date signed: 10/25/22

Eligibility verified/Assessments current (done by staff) _____

Please return by mail at the address listed below or scan the document and send to ryan@downtownglendale.com, or fax to: 818-484-2618

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Board of Directors Nomination Form – 2022
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Annual Board meeting to be held via zoom/video on
Wednesday, November 30th, 2022 – 10:00 a.m.**

Address of Property owned or represented: 315 N. Brand Blvd, Glendale, CA 91203

Owner or Authorized Representative Name: Raul Porto (Print)

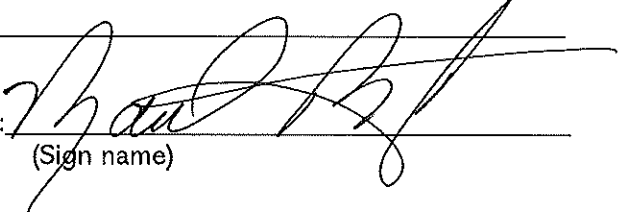
Are you currently on the Board of Directors: Yes x No

Are you currently serving on a Committee of the Board? Yes x No

Do you support the goals of the Association to improve the Greater Downtown Glendale CBD through the Downtown Glendale Association? Yes x No

Would you like to nominate yourself to the Board for a property owner seat commencing November 2022 and serving for 2 years? Yes x No

Name of other nominee (accepted by nominee) _____

Your name (as owner or authorized representative): 
(Sign name)

Date signed: 11/7/22

Eligibility verified/Assessments current (done by staff) _____

Please return by mail at the address listed below or scan the document and send to ryan@downtownglendale.com, or fax to: 818-484-2618

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Downtown Glendale Association						
2022 DRAFT Budget 12/01/2021 - 11/30/2022						
		NOV 2022	Dec 1, 21' - Nov 30, 22'	Year-to-Date	Annual Budget	
Income	Assessment Income		1,410,173.11	1,410,173.11	1,479,072.90	
	Carry Forward		479,144.60	479,144.60	479,144.60	
	Contingency					
	Non Assessment					
	Interest Income		356.77	356.77		
	Total	0.00	1,889,674.48	1,889,674.48	1,958,217.50	
Expense	Total					
Administration		NOV 2022	Actual YTD Spent	Projected YTD	% Spent Budget	Annual Budget % Annual Budget
	Travel		0.00	0.00	0.00%	0.00 0.00%
	Telecommunications	258.78	6,061.55	8,000.00	75.77%	8,000.00 0.41%
	Staff Contract	18,750.00	225,000.00	225,000.00	100.00%	225,000.00 11.49%
	Printing & Copying		320.76	2,500.00	12.83%	2,500.00 0.13%
	Postage & Mail		279.90	1,000.00	27.99%	1,000.00 0.05%
	Office Supplies	95.93	335.72	3,000.00	11.19%	3,000.00 0.15%
	Memberships		665.00	500.00	133.00%	500.00 0.03%
	Insurance Liability		8,444.20	8,000.00	105.55%	8,000.00 0.41%
	Legal Fees		572.00	5,000.00	11.44%	5,000.00 0.26%
	Board Meetings		133.10	300.00	44.37%	300.00 0.02%
	Bank Charges		0.00	400.00	0.00%	400.00 0.02%
	Accounting Fees		6,200.00	7,500.00	82.67%	7,500.00 0.38%
	Admin - Misc.		10,000.00	13,000.00	76.92%	13,000.00 0.66%
	Total Administration	19,104.71	258,012.23	274,200.00	94.10%	274,200.00 14.00%
	Contingency		0.00	147,110.21	0.00%	147,110.21 7.51%
	Reserves		0.00	147,907.29	0.00%	147,907.29 7.55%
		0.00	0.00	295,017.50	0.00%	295,017.50 15.07%

DISI		NOV 2022	Actual YTD Spent	Projected YTD	% Spent Budget	Annual Budget	% Annual Budget
	Business Attraction		0.00	20,000.00	0.00%	20,000.00	1.02%
	Advertising	2,479.11	4,581.80	10,000.00	45.82%	10,000.00	0.51%
	Annual Report		605.12	1,000.00	60.51%	1,000.00	0.05%
	Banners		34,612.35	40,000.00	86.53%	40,000.00	2.04%
	Glendale Arts Grant		0.00	0.00	0.00%	0.00	0.00%
	Mobile App	200.00	2,400.00	3,000.00	80.00%	3,000.00	0.15%
	Public Relations	3,000.00	36,000.00	40,000.00	90.00%	40,000.00	2.04%
	Placemaking		0.00	50,000.00	0.00%	50,000.00	2.55%
	Rent, Parking, Utilities	1,044.50	12,584.00	20,000.00	62.92%	20,000.00	1.02%
	Seasonal Displays	36,260.64	78,958.86	110,000.00	71.78%	110,000.00	5.62%
	Special Events		6,017.90	20,000.00	30.09%	20,000.00	1.02%
	Chamber of Commerce	1,000.00	2,000.00	5,000.00	40.00%	5,000.00	0.26%
	City Events		5,000.00	10,000.00	50.00%	10,000.00	0.51%
	Jingle Bell Run		0.00	5,000.00	0.00%	5,000.00	0.26%
	Taste of DT Glendale		0.00	0.00	0.00%	0.00	0.00%
	International Women's Day		0.00	5,000.00	0.00%	5,000.00	0.26%
	Special Projects		10,967.41	10,000.00	109.67%	10,000.00	0.51%
	Videos		0.00	0.00	0.00%	0.00	0.00%
	Website	400.00	4,800.00	6,000.00	80.00%	6,000.00	0.31%
	Total DISI	44,384.25	198,527.44	355,000.00	55.92%	355,000.00	18.13%
SOBO	Maint. Provider & Ops. Director	66,666.66	799,999.92	800,000.00	100.00%	800,000.00	40.85%
	Rent, Parking, Utilities	2,216.27	28,078.92	30,000.00	93.60%	30,000.00	1.53%
	Fuel	933.14	28,168.04	28,000.00	100.60%	28,000.00	1.43%
	Public Space Maintenance	697.88	14,237.46	15,000.00	94.92%	15,000.00	0.77%
	SOBO Misc.	127.62	15,908.29	16,000.00	99.43%	16,000.00	0.82%
	Capital Improvements		64,616.05	75,000.00	86.15%	75,000.00	3.83%
	Supplies	2,390.66	13,770.14	20,000.00	68.85%	20,000.00	1.02%
	Uniforms	474.46	4,839.17	10,000.00	48.39%	10,000.00	0.51%
	Ambassador Welfare	423.98	12,220.90	20,000.00	61.10%	20,000.00	1.02%
	Truck / P.W. Maintenance	557.75	5,078.81	10,000.00	50.79%	10,000.00	0.51%
	Automobile Insurance		6,871.00	10,000.00	68.71%	10,000.00	0.51%
	Total SOBO	74,488.42	993,788.70	1,034,000.00	96.11%	1,034,000.00	52.80%
	TOTAL EXPENSES	137,977.38	1,450,328.37	1,958,217.50	74.06%	1,958,217.50	100.00%

**Downtown Glendale Association
2023 Projected DRAFT Budget**

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	2022 Budget	2023 PROPOSED BUDGET
Income		
Assessment Income	1,479,072.90	1,479,072.90
Carry Forward	479,144.60	497,037.11
Assessment Over Payment		
Non Assessment Revenue		
Interest Income	356.77	
Total Income	1,958,574.27	1,976,110.01

Expense	2022 Budget	% FY22 Budget	2023 PROPOSED BUDGET	% FY23 Budget
Administration				
Travel	0.00	0.00%	0.00	0.00%
Telecommunications	8,000.00	0.41%	8,000.00	0.40%
Staff Contract	225,000.00	11.49%	225,000.00	11.39%
Printing & Copying	2,500.00	0.13%	2,500.00	0.13%
Postage & Mail	1,000.00	0.05%	1,000.00	0.05%
Office Supplies	3,000.00	0.15%	3,000.00	0.15%
Memberships	500.00	0.03%	750.00	0.04%
Insurance Liability	8,000.00	0.41%	9,500.00	0.48%
Legal Fees	5,000.00	0.26%	5,000.00	0.25%
Board Meetings	300.00	0.02%	750.00	0.04%
Bank Charges	400.00	0.02%	400.00	0.02%
Accounting Fees	7,500.00	0.38%	7,500.00	0.38%
Admin - Misc.	13,000.00	0.66%	13,000.00	0.66%
Total Administration	274,200.00	14.00%	276,400.00	13.99%

	2022 BUDGET	% FY22 Budget	2023 PROPOSED BUDGET	% FY23 Budget
Contingency	147,110.21	7.51%	4,210.01	0.21%
Reserves	147,907.29	7.55%	100,000.00	5.06%
	295,017.50	15.06%	104,210.01	5.27%

DISI	2022 BUDGET	% FY21 Budget	2023 PROPOSED BUDGET	% FY23 Budget
Business Attraction	20,000.00	1.02%	20,000.00	1.01%
Advertising	10,000.00	0.51%	10,000.00	0.51%
Annual Report	1,000.00	0.05%	1,000.00	0.05%
Banners	40,000.00	2.04%	40,000.00	2.02%
Events Coordinator	0.00	0.00%	28,000.00	1.42%
Mobile App	3,000.00	0.15%	3,000.00	0.15%
Public Relations	40,000.00	2.04%	40,000.00	2.02%
Placemaking	50,000.00	2.55%	75,000.00	3.80%
Rent, Parking, Utilities	20,000.00	1.02%	20,000.00	1.01%
Seasonal Displays	110,000.00	5.62%	135,000.00	6.83%
Special Events	20,000.00	1.02%	20,000.00	1.01%
Chamber of Commerce	5,000.00	0.26%	5,000.00	0.25%
City Events	10,000.00	0.51%	10,000.00	0.51%
International Women's Day	5,000.00	0.26%	7,500.00	0.38%
Special Projects	10,000.00	0.51%	20,000.00	1.01%
Videos	0.00	0.00%	5,000.00	0.25%
Website	6,000.00	0.31%	6,000.00	0.30%
Total DISI	350,000.00	17.87%	445,500.00	22.54%

SOBO	2022 BUDGET	% FY22 Budget	2023 PROPOSED BUDGET	% FY23 Budget
Maint. Provider & Ops. Director	800,000.00	40.85%	800,000.00	40.48%
Rent, Parking, Utilities	30,000.00	1.53%	30,000.00	1.52%
Fuel	28,000.00	1.43%	30,000.00	1.52%
Public Space Maint.	15,000.00	0.77%	50,000.00	2.53%
SOBO Misc.	16,000.00	0.82%	20,000.00	1.01%
Capital Improvements	75,000.00	3.83%	50,000.00	2.53%
Supplies	20,000.00	1.02%	20,000.00	1.01%
Uniforms	10,000.00	0.51%	10,000.00	0.51%
Ambassador Welfare	20,000.00	1.02%	20,000.00	1.01%
Truck/P.W. Maint.	10,000.00	0.51%	10,000.00	0.51%
Auto Insurance	10,000.00	0.51%	10,000.00	0.51%
	1,034,000.00	52.79%	1,050,000.00	53.13%

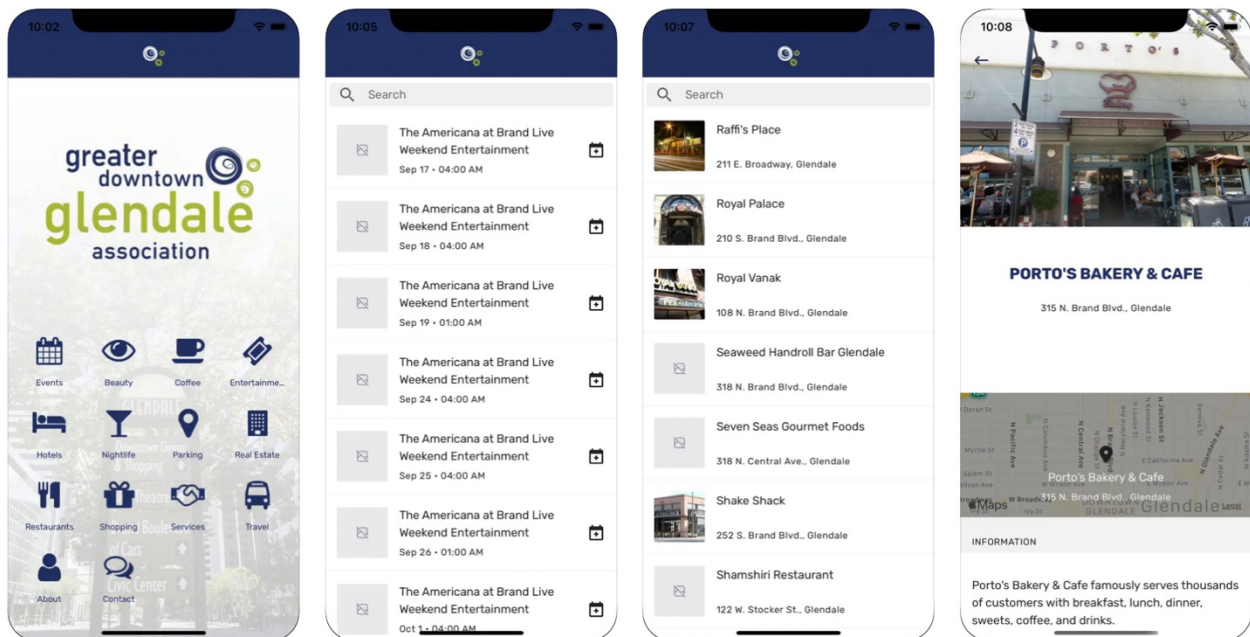
Total SOBO				
TOTAL EXPENSES	1,953,217.50	99.73%	1,976,110.01	100.00%

Greater Downtown Glendale Association

Website & Mobile App Report
November 2022

Website & Mobile App Tasks

- Added new articles to the Press section on the website and mobile app.
- Added new reports for Board and Committee meetings on the website.
- Managed business listings in the Directory on the website and mobile app.
- Managed event listings on the Events Calendar on the website and mobile app.
- Performed routine maintenance on the WordPress software and plugins for the website.



November 2022

Downtown Glendale Association
Social Media Report

Facebook

	Total Likes	Post Reach Peak	Post Engagement
Nov-22	9,869	9,610	1,347
Oct-22	9,860	9,773	1,372
July-22	9,800	15,296	1,464
April-22	9,793	7,331	1,189
Feb-22	9,979	6,072	1,509

Instagram

	Followers	Impressions
Nov-22	2,307	4,168
Oct-22	2,264	4,126
July-22	2,187	4,006
April-22	2,156	4,320
Feb-22	2,140	4,133

*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 55% being women and 44.9% being men.

Twitter

	Followers	Impressions
Nov-22	1,463	1,463
Oct-22	1,487	1,587
July-22	1,487	2,031
April-22	1,464	2,265
Feb-22	1,461	2,387

