



**Downtown Glendale Association
Board of Directors Annual Meeting
Wednesday, November 6th, 2024 - 10:00 a.m.
100 N. Brand Blvd., 6th 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 Rick Lemmo**
2. **Approval of September 4th, 2024 Board Minutes** *Action Item*
3. **Announcements, public comment, max of 3 minutes per presenter**
4. **City Update on current projects – Bradley Calvert**
 - a. Status on Bridge Link project
 - b. New businesses opening in Downtown
 - c. Annual report to City Council Date
 - d. Status of proposed Public Rights of Way Task Force
5. **Report from Nominations Committee – Marco and Ryan**
 - a. Board members from Greater Downtown Glendale Association up for re-nomination, 2 year terms: (all eligible)
 1. Raul Porto,
 2. Randy Stevenson,
 3. Helen McDonagh, and
 4. Judee Kendall
 - b. Appointment of Board Members for 11/2024 – 11/2026 *Action Item*
 - c. Election of Officers for 2025 *Action Item*
 1. President *Action Item*
 2. Vice President *Action Item*
 3. Treasurer *Action Item*
 4. Secretary *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**

**100 N. Brand Boulevard • Suite 508 • Glendale, CA 91203
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6. **(Executive Committee)**
- a. YTD Rough draft Budget review for FY 24 *Action Item*
 - b. Proposed budget and carry forward for FY 25 authorize to have Executive Committee work with Committees to set FY 25 budget *Action Item*
 - c. Results of adoption of Proposition 36
 - d. Update on Civil Stay Away orders

(DISI Committee) – Helen McDonogh

- a. Social Media & Public Realties Update – Sabrina Epstein
- b. Website update - Sedna Solutions
- d. Int. Women's Day Event, authorize New City America to use its affiliate company, New City Public Spaces to present proposal to the Executive committee for implementation of International Women's Day event *Action Item*
- e. Approval of New Logo, allocation of \$500 for work *Action Item*
- f. GDGA Lifestyle Photoshoot (NTE \$4,000) *Action Item*

SOBO Committee – Randy Stevenson

- a. Report from DMS
 - b. Ambassador Office Lease *Action Item*
 - c. Central Planter Install Update
 - d. Other
7. Recommendation for holiday bonuses, if any, for District Maintenance Services, New City America and Sabrina Epstein (district contractors) *Action Item*

8. Next Board meeting: _____

9. 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*

ARTICLE VII

NOMINATIONS FOR THE BOARD OF DIRECTORS

Section 1: Certain Definitions.

Board Members under these bylaws shall mean:

- a. **"Business Tenant Director"** shall mean a holder of a valid and fully paid City Zoning Use Certificate relating to an address located in the District (as defined by the Community Benefit District (CBD) resolution of formation adopted by the Glendale City Council in July 2018;
- b. **"Community at Large Director"** shall mean a District resident, community member, or a business tenant located within the CBD boundaries or an individual whom the Board believes will further the public benefit purposes of the corporation;
- c. **"District"** shall mean the Downtown Glendale Community Benefit District in the City of Glendale California, formed pursuant to the City of Glendale Community Benefit District ordinance.(Glendale Municipal Code #5771);
- d. **"Annual Election Meeting"** shall mean the Annual meeting of the Board at which Directors are to be elected. The Board seeks to complete the nomination process within the last three months of each calendar year. (October through December);
- e. **"Property Owner"** shall mean the owner of any property, or their designee, whether commercial, institutional, civic, ecumenical, public or residential, located in District who is not delinquent by more than 3 months from the annual date the CBD assessment was due to the County, for such property.
- f. **"Property Owner Director"** means any Director nominated by an assessed property owner and subsequently elected to serve as a Director by the Board. Any Property Owner Director shall be entitled to designate one Director, in accordance with Article VII, Section 3, for the Board to consider electing them as a Director.
- g. **"Non-Director Liaisons"**. In addition to the voting Directors, the Glendale City Manager may appoint up to two (2) employee liaisons from the City to attend and participate in regular Board meetings. Non-Director liaisons are not members of the Board, do not have voting rights and will not be counted toward a quorum and voting requirements.

Section 2: Qualification

- a. Members of the Corporation shall be eligible for nomination to the Board of Directors based upon active participation with the Corporation including its committees, task forces or otherwise for a period of not less than one (1) year, and support for the policies, goals of the Corporation. . Qualifications shall also include meeting the provisions of Section 1 (a, b, e, f and g) of this Article.

Section 3: Nominations.

- a. At least forty five (45) days before each Annual Election Meeting, the Board Secretary shall cause a notice to be delivered to each Property Owner or their designated representatives soliciting Board of Director nominations. This first nominations process shall occur in the summer of 2013;
- b. Nominations must be received by the Secretary no later than fourteen (14) days before the Annual Election Meeting. Additional nominations may be submitted and considered by the Board at the Annual Election Meeting.
- c. Directors shall be elected in accordance with Article VIII, Section 1 of these Bylaws.
- d. Any notice required by this Section 2 may be delivered by U.S. mail, e-mail, fax or personal delivery.

Section 4: Additional Representatives. Each Director may appoint additional representatives who shall have the right to participate in Board discussions in an advisory and non-voting capacity. Once Property Owner Directors have been nominated and appointed, according to these bylaws, the sitting Property Owner Directors may appoint any Community or Business Tenant Directors representatives as voting members of the Board, based upon the procedures as outlined in Article VIII, Section 1 of these bylaws.

**ARTICLE VIII
DIRECTORS****Section 1: Number and Qualifications and Terms.**

- a. *Authorized Number.* The authorized number of Directors of the corporation shall not be less than five (5) and more than thirteen (13). The exact number of Directors shall be fixed from time to time, within the limits specified in this Article VIII, Section 1, by the Board of Directors.
- b. *Director Board Composition:*

- (1) Any Property Owner shall be entitled to nominate one (1) nominee, in accordance with Article VIII, Section 1, for the Board to consider electing as a Director at the annual Election Meeting.
 - (2) Of the authorized number of Directors, a minimum of eighty-five per cent (85%) shall be Property Owners within the District. *However, at all times, there shall be a minimum one business tenant, who does not own property in the district, who shall be a voting member of the Board.*
 - (3) All remaining Directors shall be referred to as "Community Directors". Community Directors may be Business Tenants, or Community at Large Representatives, *provided* that at all times from and after the date the District is established at least one (1) Community Director should be a non-property owning Business Tenant.
- c. *Term.* The term of office of each Director of the Corporation shall be two (2) years and until his or her successor has been elected and qualified. The Directors may be elected at any meeting of the Board. Each Director, including a Director elected to fill a vacancy, shall hold office until the expiration of the term for which he or she was elected and until a successor has been elected and qualified. A Director may succeed himself or herself in office.
- e. *No Limit on Term.* There shall be no limit to how many terms any individual may serve on the Board.

Section 2: Annual Election Meeting and Powers. The nominated Directors shall be elected by majority vote of the currently seated Board members, based upon the provisions stated in Article VIII, Section 1 at the Annual Election meeting of the Board. Subject to the provisions of the Code, the activities and affairs of the Corporation shall be managed and all corporate powers shall be exercised by or under the direction of the Board. The Board may delegate the management of the day-to-day operation of the business of the Corporation to a management company, committee (however composed), or other person, *provided* that the activities and affairs of the Corporation shall be managed and all corporate powers shall be exercised under the ultimate direction of the Board.



Downtown Glendale Association
Board of Directors Meeting
Wednesday, September 4th, 2024 – 10:00 a.m.
100 N. Brand Blvd, 6th Floor Conference Room
Glendale, Ca 91203 - www.downtownglendale.com

Present: Rick Lemmo, Randy Stevenson, Helen McDonagh, Craig Gorris, Bradley Calvert, and Judee Kendall

Absent: Raul Porto

Guests: Shaun Carlson, Shawn Milligan, Steven Corrigan – Glendale Police Department

Staff: Marco Li Mandri and Ryan/NCA, Nick/DMS, Sabrina Epstein/PR & Social Media

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. Board Members were in-person; voting members, consistent with the Brown Act rules. Quorum was met.	<i>No Action Taken</i>
2. Approval of the June 18th, 2024 Board Minutes	The minutes from the June 18 th , 2024 Board meeting were reviewed.	<i>Helen moved and Randy seconded the motion to approve the minutes from the June 18th, 2024 Board meeting. The minutes were approved unanimously.</i>
3. Public Comments and Announcements	Rick opened the floor for public comments and announcements. a. Glendale Police Department announced that they are working closely with the City Attorney on	<i>No Action Taken</i>

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	enforcing anti-camping laws. Marco explained that the GDGA will be creating a public right away task force to discuss homelessness, sidewalk vending, and buskers who are all impacting the right of way of the public. Glendale PD expanded on accompanying Los Angeles County Health Department to review sidewalk food vendors. Marco asked if Senate Bill 43 was being utilized in LA County. Discussion followed.	
4. City update on current projects	Bradley gave an update on the following items:	
a. Status on Bridge Link project	Bradley announced they are trying to start the RFP process within 90 days for the bridge link planters. They have found the funding.	<i>No Action Taken</i>
b. New businesses opening in Downtown	Bradley provided a list of new businesses in the Downtown that just opened or will be opening soon.	<i>No Action Taken</i>
c. Hand billing issues with the City	Bradley announced they have a new staff member at the City who is handling all the GDGA billing and there shouldn't be any issues any longer.	<i>No Action Taken</i>
d. City Efficiency Letter	Marco reviewed the letter regarding efficiency that was submitted to the city. Bradley said they are still working on permit timelines and being more efficient. They are almost fully staffed too.	<i>No Action Taken</i>
e. Bike Lane Response Letter	Bradley said they will be doing further outreach on the Bike Lines. The proposed plan is still under review.	<i>No Action Taken</i>
f. Homeless issue, Sidewalk Vending	Bradley said on September 17 th , they will be asking for more neighbored services funds to employ workers on nights and weekends.	<i>No Action Taken</i>
5. Committee Reports		
Executive Committee	Marco and Rick went through the following items:	
a. Review of YTD Rough Draft FY24 budget	a. Marco reviewed the budget; collected assessments, and carry forward. Marco reviewed the ADMIN, DISI, and SOBO categories. Discussion followed.	<i>Randy moved and Helen seconded the motion to approve the FY24 rough draft budget. The motion was approved unanimously.</i>

<p>b. Set annual meeting date, authorize staff to mail out letter and nominating forms, Rick to appoint the Nominations Task Force for review and consideration of the applicants, then report to the board at the annual meeting</p>	<p>Marco reviewed the bylaws, nominations process, nomination letter, and form. The Executive Committee discussed holding the annual meeting on November 6th, at 10:00 am. Discussion followed.</p>	<p><i>Helen moved and Judee seconded the motion to accept the Executive Committee's recommendation to hold the annual meeting on November 6th, at 10:00am, authorize staff to mail out letters and forms, and Rick to appoint nomination task force. The motion was approved unanimously.</i></p>
<p>c. Met with Police Chief on Issues</p>	<p>Marco announced the GDGA previously met with the Chief of Police and is continuing to work on homelessness, street vending, street performers, and public right away issues within the district.</p>	<p><i>No Action Taken</i></p>
<p>d. Other</p>	<p>Rick opened the floor for any other comments. a. Rick asked for the updated logo designs to be completed and sent to him for initial review.</p>	<p><i>No Action Taken</i></p>
<p>DISI Committee</p>	<p>Marco and Helen went through the following items:</p>	
<p>a. Social media & Public Relations Update – Sabrina</p>	<p>Sabrina reviewed her report and provided several suggestions on increasing followers. She is going to utilize already budgeted funds in advertising to spend \$400 a month to increase followers. Sabrina is going to put together a cost estimate for a lifestyle photo shoot. Additionally, she is going to use business attraction funds to raffle off giveaways to increase followers. She will run all items by Helen and Marco prior to purchasing. Discussion followed and Helen recommended getting the BRC list to find owners information to conduct district outreach.</p>	<p><i>No Action Taken</i></p>
<p>b. Website update, Sedna Solutions</p>	<p>The Board of Directors reviewed the report provided by Sedna Solutions.</p>	<p><i>No Action Taken</i></p>
<p>c. Events updates, propose from Angel City</p>	<p>Staff announced that NCA Staff and Sabrina met with Angel City on future events. Angel City will be submitting a proposal for the DISI Committee.</p>	<p><i>No Action Taken</i></p>

d. Tech Week Sponsor	Staff reviewed the banner designs and Helen explained the recommendation from the Executive Committee.	<i>Helen moved and Randy seconded the motion to accept the Executive Committee's recommendation to sponsor Tech Week with a \$5,000 check and banners. The motion passed.</i>
e. Letter to Mustang Marketing	Helen reviewed the letter that was sent to Mustang Marketing thanking them for their services.	<i>No Action Taken</i>
f. Preparing for fall displays	Staff gave an update on Fall displays. The displays should be going out in October and Sabrina will connect with three photographers to gather prices and eventually setup a photo shoot.	<i>No Action Taken</i>
SOBO Committee	Randy went through the following items:	
a. Report from DMS	Staff gave an update on cleaning, pressure washing, and the new planters. It was discussed the bus stop in front of In-N-Out is a hot spot for trash, spills, and requires a lot of clean up.	<i>No Action Taken</i>
b. Other	Randy opened the floor for any other questions.	
7. Other	Rick opened the floor for any other discussions or questions.	<i>No Action Taken</i>
8. Next Meeting	The next meeting will be the Annual Meeting on November 6 th at 10 am. It will be held at 100 N. Brand Blvd, on the 6 th floor.	<i>No Action Taken</i>

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



September 4, 2024

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 a public benefit, non-profit corporation which is under contract with the City of Glendale to disburse the revenues of the Community Benefit District on behalf of the property owners within the CBD boundaries. The Association has been operating since the Fall of 2012 with a volunteer Board of Directors.

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

Please keep in mind that in nominating yourself or others 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 23-24);
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.

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Schedule for the 2024 Annual Greater Downtown Glendale Association Board Meeting:

<i>Nomination Letters Distributed to Property Owners</i>	Week of September 9, 2024
<i>Nominations due to Nominations Committee:</i>	Wednesday, October 23, 2024
<i>Annual Elections Meeting Held:</i>	Wednesday, November 6, 2024, 10:00 a.m. (in person)

The nominations are due in the Greater Downtown Glendale Association office at 100 N. Brand Blvd., Ste 508, Glendale, CA 91203 by Wednesday, October 23, 2024, 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
Secretary
Greater Downtown Glendale Association

Rick Lemmo
President
Greater Downtown Glendale Association

Marco Li Mandri
Executive Director/Downtown Glendale Association

ATTACHMENTS

**Greater Downtown Glendale Association (GDGA)
CBD Board of Directors
Committee Structure -2024**

DGA Committee	Functions and Duties
<p>Executive Committee</p> <p>Chair: Rick Lemmo, President of the Corporation</p>	<p>Oversees staff and district consulting contracts, corporate finances, insurance, development of budget, Board agendas and meetings, correspondences, outreach, bylaws and Board policies, relations with the City Manager's office, political reps and public agencies, Board elections, fundraising, oversees contract with the DGA, etc.</p> <p>Consists of all of the officers of the corporation.</p>
<p>Sidewalk Operation, Beautification and Order (SOBO)</p> <p>Chair: Randy Stevenson</p>	<p>Oversees maintenance service employees involved in the improvement of the public rights of way, including sidewalk sweeping, steam cleaning, landscaping. Coordinates with other office building and private security companies in the district.</p> <p>Relations with Glendale Police Dept, Homeless Providers</p>
<p>District Identity and Marketing</p> <p>Chair: Helen McDonagh</p>	<p>Projects would include those that market and promote the Downtown or promote positive aspects of the Downtown Glendale CBD.</p> <p>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.</p>
<p>Land Use and Project Review Committee and Downtown Community Plan Update</p> <p>Chair: Rick Lemmo</p>	<p>Planning, zoning, parking, parking enforcement, traffic calming, transportation, review of new mixed-use developments, review of new construction and its impact, street relationship, etc.</p>

Staff:

Marco Li Mandri, Executive Director (New City America)
Ryan Huffman, Shirley Zawadzki, Laura Li Mandri, Monica Montes
Administration (New City America)



Board of Directors Nomination Form – 2024
Due - Wednesday, October 23rd, 2024 at 3:00 p.m.

Address of Property owned or represented: _____

Owner or Authorized Representative Name: _____

(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 Downtown Glendale through the Greater Downtown Glendale Association? Yes___ No___

Would you like to nominate yourself to the Board for a property owner seat commencing November 2024 and serving for 2 years? Yes___ No___

Name of other nominee (accepted by nominee) _____

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

Date signed: _____

Eligibility verified/Assessments current (approved 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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Glendale, CA 91203

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Board of Directors Nomination Form – 2024
Due - Wednesday, October 23rd, 2024 at 3:00 p.m.

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

Owner or Authorized Representative Name: Raul Porto
 (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 Downtown Glendale through the Greater Downtown Glendale Association? Yes No

Would you like to nominate yourself to the Board for a property owner seat commencing November 2024 and serving for 2 years? Yes No

Name of other nominee (accepted by nominee) _____

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

Date signed: 10/14/24

Eligibility verified/Assessments current (approved 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 – 2024
Due - Wednesday, October 23rd, 2024 at 3:00 p.m.

Address of Property owned or represented: 101 E. GUE ROAD BLVD.

Owner or Authorized Representative Name: DAVID R. 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 Downtown Glendale through the Greater Downtown Glendale Association? Yes No

Would you like to nominate yourself to the Board for a property owner seat commencing November 2024 and serving for 2 years? Yes No

Name of other nominee (accepted by nominee) _____

Your name (as owner or authorized representative): David R. Stevenson
 (Sign name)

Date signed: 9/16/24

Eligibility verified/Assessments current (approved 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 – 2024
Due - Wednesday, October 23rd, 2024 at 3:00 p.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 No

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

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

Would you like to nominate yourself to the Board for a property owner seat commencing November 2024 and serving for 2 years? Yes No

Name of other nominee (accepted by nominee) Helen McDonagh

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

Date signed: 10/14/2024

Eligibility verified/Assessments current (approved by staff) _____

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Board of Directors Nomination Form – 2024
Due - Wednesday, October 23rd, 2024 at 3:00 p.m.

Address of Property owned or represented: 1132 N. Brand Blvd., Glendale, CA 91202

Owner or Authorized Representative Name: David Tonoyan
 (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 Downtown Glendale through the Greater Downtown Glendale Association? Yes No

Would you like to nominate yourself to the Board for a property owner seat commencing November 2024 and serving for 2 years? Yes No

Name of other nominee (accepted by nominee) _____

Your name (as owner or authorized representative): _____

Date signed: 9/6/24 _____
 (Sign name)

Eligibility verified/Assessments current (approved by staff) _____

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Downtown Glendale Association
2024 DRAFT Budget 12/01/2023 - 11/30/2024

Income

	OCT 2024	Dec 1, 23' - Oct 31, 24'	Year-to-Date	Annual Budget
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	56.05	538.02	538.02	
Total	56.05	1,909,259.24	1,909,259.24	1,946,179.25

Expense

Administration

	OCT 2024	Actual YTD Spent	Projected YTD	% Spent Budget	Total Annual Budget	% Annual Budget
Travel		1,213.71	1,375.00	80.91%	1,500.00	0.08%
Telecommunications	292.89	5,099.92	6,416.67	72.86%	7,000.00	0.36%
Staff Contract	19,687.50	216,562.50	216,562.50	91.67%	236,250.00	12.14%
Printing & Copying		946.22	1,833.33	47.31%	2,000.00	0.10%
Postage & Mail	188.68	573.20	916.67	57.32%	1,000.00	0.05%
Office Supplies	19.37	94.17	2,750.00	3.14%	3,000.00	0.15%
Memberships	355.00	729.08	916.67	72.91%	1,000.00	0.05%
Insurance Liability		7,105.00	6,416.67	101.50%	7,000.00	0.36%
Legal Fees		0.00	4,583.33	0.00%	5,000.00	0.26%
Board Meetings		291.93	458.33	58.39%	500.00	0.03%
Bank Charges		9.00	183.33	4.50%	200.00	0.01%
Accounting Fees		10,000.00	7,333.33	125.00%	8,000.00	0.41%
Admin - Misc.		183.00	9,166.67	1.83%	10,000.00	0.51%
Total Administration	20,543.44	242,807.73	258,912.50	85.96%	282,450.00	14.51%
Reserves		0.00	186,293.41	0.00%	203,229.17	10.44%
	0.00	0.00	186,293.41	0.00%	203,229.17	10.44%

	OCT2024	Actual YTD Spent	Projected YTD	% Spent Budget	Annual Budget	% Annual Budget
DISI						
Business Attraction		500.00	18,333.33	2.50%	20,000.00	1.03%
Advertising	5,030.00	8,899.00	9,166.67	88.99%	10,000.00	0.51%
Annual Report		841.31	916.67	84.13%	1,000.00	0.05%
Banners		17,576.98	18,333.33	87.88%	20,000.00	1.03%
Events Coordinator		8,000.00	25,666.67	28.57%	28,000.00	1.44%
Mobile App	40.00	2,750.00	2,750.00	91.67%	3,000.00	0.15%
Public Relations	4,000.00	39,200.00	38,500.00	93.33%	42,000.00	2.16%
Placemaking	9,304.91	50,198.97	55,000.00	83.66%	60,000.00	3.08%
Rent, Parking, Utilities	1,110.72	12,030.05	13,750.00	80.20%	15,000.00	0.77%
Seasonal Displays	2,384.60	4,741.81	123,750.00	3.51%	135,000.00	6.94%
Special Events		7,425.00	18,333.33	37.13%	20,000.00	1.03%
Chamber of Commerce		2,500.00	20,166.67	11.36%	22,000.00	1.13%
City Events		5,000.00	9,166.67	50.00%	10,000.00	0.51%
International Women's Day		13,800.29	9,166.67	138.00%	10,000.00	0.51%
Special Projects	500.00	1,185.00	18,333.33	5.93%	20,000.00	1.03%
Videos		0.00	1,833.33	0.00%	2,000.00	0.10%
Website	800.00	6,490.00	6,875.00	86.53%	7,500.00	0.39%
Total DISI	23,170.23	181,138.41	390,041.67	42.57%	425,500.00	21.86%
SOBO						
Maint. Provider & Ops. Director	70,000.00	770,000.00	770,000.00	91.67%	840,000.00	43.16%
Rent, Parking, Utilities	2,337.11	26,890.31	27,500.00	89.63%	30,000.00	1.54%
Fuel	4,221.95	25,035.26	24,750.00	92.72%	27,000.00	1.39%
Public Space Maintenance	753.79	12,808.27	45,833.33	25.62%	50,000.00	2.57%
SOBO Misc.	807.06	4,998.96	9,166.67	49.99%	10,000.00	0.51%
Capital Improvements	17.27	17.27	9,166.67	0.17%	10,000.00	0.51%
Supplies	2,271.15	13,767.87	18,333.33	68.84%	20,000.00	1.03%
Uniforms		4,198.78	9,166.67	41.99%	10,000.00	0.51%
Ambassador Welfare	547.99	5,552.70	18,333.33	27.76%	20,000.00	1.03%
Truck / P.W. Maintenance	890.55	3,830.60	9,166.67	38.31%	10,000.00	0.51%
Automobile Insurance		2,807.52	7,333.33	35.09%	8,000.00	0.41%
Total SOBO	81,846.87	869,907.54	948,750.00	84.05%	1,035,000.00	53.18%
TOTAL EXPENSES	125,560.54	1,293,853.68	1,783,997.57	66.48%	1,946,179.17	100.00%

Social Content Wrap

August 29, 2024 - October 30, 2024

Prepared by Sabrina Epstein

PROFILES INCLUDED IN THIS REPORT



@DOWNTOWN_GLENDALE



@DWTN_GLENDALE

INSTAGRAM OVERVIEW

Key Metrics

FOLLOWERS

3K

20% (513 new)

REACH

33.4K

1.6K%

VISITS

2.7K

761%

FACEBOOK OVERVIEW

Key Metrics

FANS

9.7K

1%
(category average: 1.8K)

REACH

8.7K

91%

VISITS

635

96%



Aggregated Data

AUDIENCE GROWTH

Number of new fans/followers gained during the selected period.



INSTAGRAM



FACEBOOK

REACH

Number of users exposed to a piece of content during the selected period.



INSTAGRAM



FACEBOOK

VISITS

Number of times users interacted with our account page(s).



INSTAGRAM



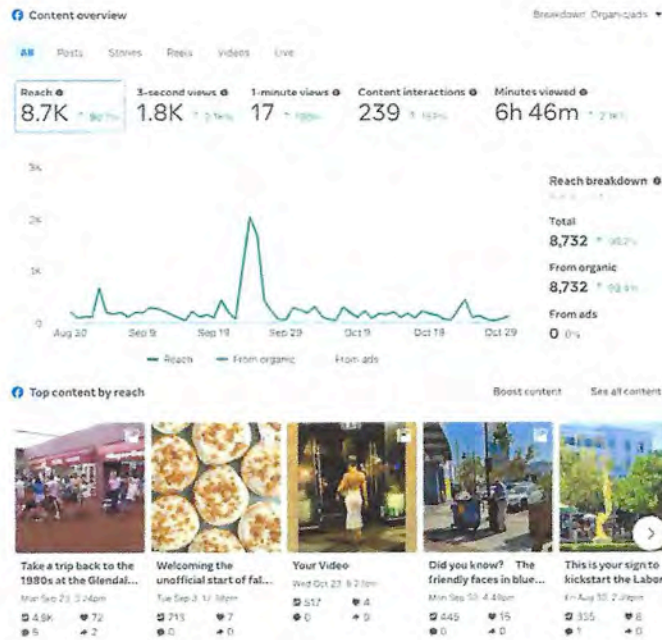
FACEBOOK

Top Content

INSTAGRAM



FACEBOOK



Looking Ahead

PROPOSED ACTION ITEMS

Subject to change between now and the next board meeting.

SOCIAL MEDIA ASSESSMENT

- **Follower Count & Engagement Metrics**
- **Audience Analysis**
- **Benchmarks & Goals**
- **Brand Consistency & Recommendations**
 - Change Instagram username to @DWTN_Glendale for consistency across platforms (Facebook, X).

BUDGET CONSIDERATIONS

- **Ad Spend**
 - Allocate an additional \$200 for EOY ads (*see screenshot below).
- **Photography & Videography Costs**
 - Local photographer options and associated costs for a lifestyle shoot around Greater Downtown Glendale.

STRATEGIC PLAN FOR THE YEAR

- **Monthly Calendar & Events**
- **Community Engagement Strategies**
- **Campaign Proposals:**
 - Downtown Glendale Awareness Campaign **(new logo & branding)**.
 - Local Food Promotion
 - Community Business District Education
 - Spend a Day in Greater Downtown Glendale *(local giveaways + influencer partnership)*.

Advertise your business

Instagram reach ⓘ

62 days prior

From organic

8,722

From ads

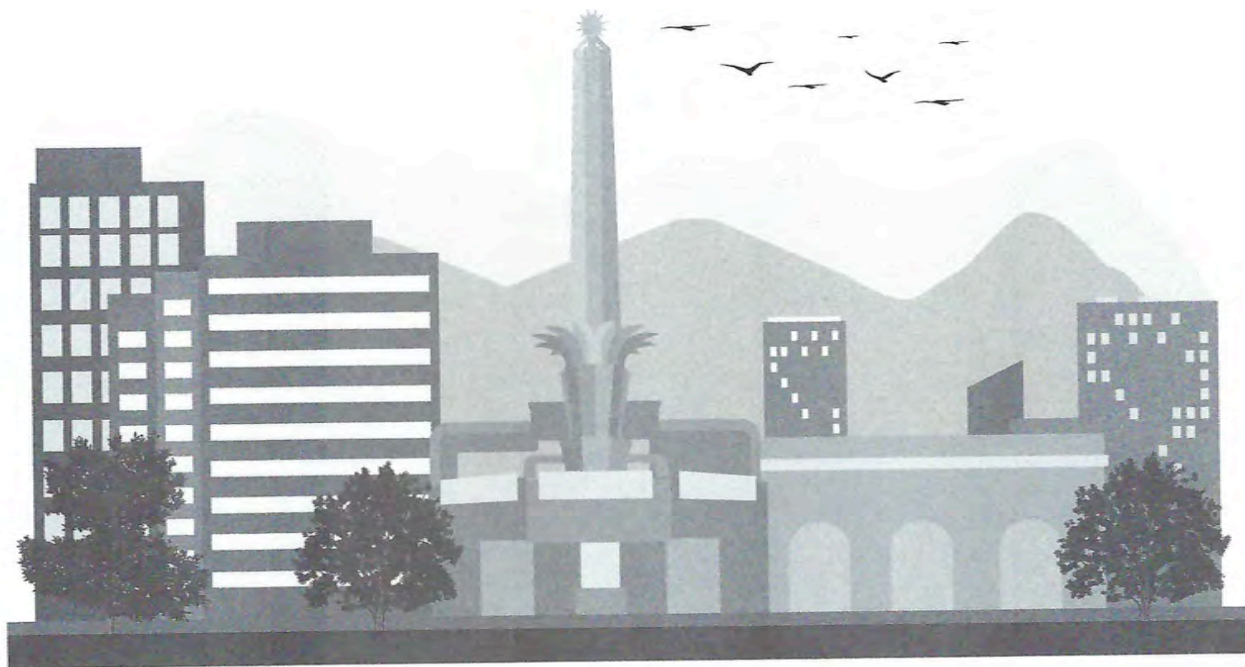
27,069

Your Instagram reach when advertising is 283.2% higher versus no ads.



GREATER DOWNTOWN
GLENDALE
ASSOCIATION

GREATER DOWNTOWN
GLENDALE
ASSOCIATION



— GREATER DOWNTOWN —
GLENDALE
— ASSOCIATION —

— GREATER DOWNTOWN —
GLENDALE
— ASSOCIATION —



OVETH MARTINEZ PRODUCTIONS

INVOICE: THE OLIVE CREATIVE

CLIENT		PROJECT	
PROPOSAL DATE	October 20, 2024	PROPOSED PRODUCTION DATE(S)	TDB
PHOTOGRAPHER / DIRECTOR	Oveth Martinez	JOB ID:	The City of Glendale

PRODUCTION

ROLE	BUDGET	TYPE	DETAIL
PREPRODUCTION			
Logistics & Project Management	\$150.00	Flat	
Production Insurance	\$50.00	Flat	
Location & Model Scouting, Booking & Management, Mood Board, Shot List, Project Schedule, Stylists Management & Coordination	\$150.00	Flat	
Preproduction Total	\$350.00		

PRODUCTION			
Videographer & Photographer/ Director	\$1,500.00	Day (x3)	Full Day Rate
Producer	NA	Day (x1)	
Stylist	NA	Day (x1)	
HMUA	NA	Day (x1)	
PA/Grip-Swing	NA	Day (x1)	
Lighting Tech	NA	Day (x1)	
Equipment	\$200.00	Day (x1)	
Travel	\$150.00	Day (x1)	
Craft Services: Food & Drink for Cast & Crew	NA	Day (x1)	
Production Total	\$1,850.00		

POSTPRODUCTION			
Video Editing	\$150.00	Flat	5 video Reels
Photo Editing	\$100.00	Flat	60 High Res photos on via web client gallery
Storage & Archive of All Raw Assets	\$50.00	Flat	
Hard Drive Storage with all RAW Assets	TBD		
Song Licensing	TBD		
2 Rounds of Post-Production Revisions		Flat	
Postproduction Total	\$300.00		

Preproduction Total	\$350.00		
Production Total	\$1,850.00		
Postproduction	\$300.00		
PRODUCTION TOTAL	\$2,500.00		

GRAND TOTAL (BILLABLE)	\$2,500.00	<i>INCLUDES: All items from budget that are billable direct to Oveth Martinez Productions.</i>
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NON-BILLABLE

CASTING [To be billed direct from model/agent to Client]

TALENT	BUDGET	TYPE	RATES	AGENCY FEE	TRAVEL FEE
Models, Casting, Booking & Management	<i>ESTIMATED</i>	8-Hours	Model	20%	Billed Direct to Client
Couple	\$700.00	Day (x1)	NA		TBD
Female	\$300.00	Day (x1)	NA		TBD
Male	\$300.00	Day (x1)	NA		TBD
TALENT TOTAL	\$1,300.00				

PROJECT TOTAL (FOR REFERENCE)	\$3,800.00	<i>INCLUDES: All project budget line items, including non-billable talent scope.</i>
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OVETHMARTINEZ.COM

LIFESTYLE COMMERCIAL PHOTOGRAPHER & DIRECTOR

@OVETHMARTINEZ

OVETH MARTINEZ PRODUCTIONS



