



**Downtown Glendale Association
Board of Directors Meeting
Wednesday, September 3rd, 2025 - 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, Randy Stevenson
2. Approval of May 21st, 2025, Board Minutes *Action Item*
3. Announcements, public comment
4. **City Updates**
 - a. Status on Bridge Link Planters *Action Item*
 - b. New Businesses and Projects Update
 - c. Artsakh Paseo Updates
 - d. Any new developments or new ownerships
 - e. Illegal Street Vending, Homeless issues and buskers, request again for a P Public Rights of Way Task Force appointed by the Mayor
 - f. Final installment of FY 25 assessment transfer to the GDGA
5. **(Executive Committee)**
 - a. YTD Rough draft Budget review for FY 25 *Action Item*
 - b. Set annual meeting date, authorize staff to mail out letter *Action Item*
and nomination forms, Randy to appoint the Nominations
Task Force for review and consideration of the applicants, then report to the
Board at the Annual meeting

Randy Stevenson, President • Rick Lemmo, V.P. & Dir. of Govt. Relations
Helen McDonagh, Treasurer • Raul Porto, Secretary
Bradley Calvert • Judee Kendell • David Tonyan

(DISI Committee) – Helen McDonagh

- a. Glendale Chamber State Annual Gala
- b. Post Card Update
- c. Social Media Report - Sabrina
- d. Website update - Sedna Solutions
- e. 2025 S. CA Open Chess Tournament (Aug. 29 – Sept. 1) *Action Item*
- f. International Women's Day 2026 *Action Item*
- g. Beeline Bus Update
- h. Fall Displays
- i. Armenian Film Festival (September 3-7) *Action Item*
- j. Glendale International Film Festival (September 25–30) *Action Item*
- k. Tech Week (September 2-4)

SOBO Committee – Randy Stevenson

- a. Report from DMS – Nick L
- b. Purchase Planters Brand & Central *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*

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
May 21st, 2025 – 10:00 a.m.
100 N. Brand Blvd, 6th Floor Conference Room
Glendale, CA 91203
www.downtownglendale.com**

Present: Randy Stevenson, Rick Lemmo, Helen McDonagh, Raul Porto, and Judee Kendall

Absent: Bradley Calvert and David Tonyan

Guests: None

Staff: Marco Li Mandri, Chris Gomez, Ryan/NCA, Nick/DMS, Shant Sahakian/Sedna Solutions, Sabrina Epstein/PR & social media

Minutes:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions	President, Randy Stevenson called the meeting to order at 10:00 am. Introductions were completed. Randy, Rick, Helen, Judee and Raul were in person for the meeting, consistent with the Brown Act rules. Quorum was met.	<i>No Action Taken</i>
2. Approval March 18th, 2025 Board of Directors Minutes	The March 18 th , 2025 Board of Directors meeting minutes were reviewed.	<i>Rick moved and Raul seconded the motion to approve the minutes. The minutes were</i>

Randy Stevenson, President • Rick Lemmo, V.P. & Dir. of Govt. Relations
Helen McDonagh, Treasurer • Raul Porto, Secretary
Bradley Calvert • Judee Kendall • David Tonyan

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		<i>approved unanimously.</i>
3. Public Comments and Announcements	Randy opened the floor for public comments. a. Judee announced that Famished Glendale was launching; which is a restaurant commission-free delivery platform that eliminates third-party fees so restaurants keep more profits.	<i>No Action Taken</i>
4. City Updates	Marco went through the following items:	
a. Status on Bridge Link, need to hire an Engineer and present plans to Cal Trans, authorization to solicit proposals	Marco explained that the City of Glendale paid for the planters that would complete the bridge link connecting both sides of the district over the 134. To install them, an encroachment permit is needed. To complete the encroachment permit and engineer is needed to be hired. The Executive Committee recommend to the Board of Directors to coordinate and hire the appropriate engineer not to exceed \$15,000.	<i>Helen moved and Rick seconded the motion to follow the recommendation of the Executive Committee and have staff coordinate and hire the appropriate engineer, not to exceed \$15,000. The motion passed unanimously.</i>
b. New Businesses and Projects Update	Helen asked for Staff to have Bradley prepare a list of new businesses and projects that will be part of the packet at future meetings.	<i>No Action Taken</i>
c. Artsakh Paseo Activities	Marco explained that the district staff is responsible from the curb to the property line. The Artsakh Paseo tables and chairs were purchased during COVID and has outlasted its expected wear and tear. The items need to be removed as they are wearing down.	<i>No Action Taken</i>
d. Any new developments or new ownerships	Helen asked for Staff to have Bradley prepare a list of new developments and office vacancy rates that will be part of the packet at future meetings.	<i>No Action Taken</i>
e. Illegal Street Vending	Staff explained the increase in illegal street vending throughout the district.	<i>No Action Taken</i>
f. Final installment of FY 25 assessment transfer to the GDGA	Marco discussed the delays in receiving county assessments from the city. It was discussed having staff look into the process of having Los Angeles County directly transfer the county billed assessments to the GDGA.	<i>No Action Taken</i>
Committee Reports		
Executive Committee	Randy and Marco went through the following items:	

a. YTD Rough draft budget review for FY25	Marco reviewed the current draft fiscal year 2025 budget. Marco explained all sections; including the assessments received, Admin, DISI, SOBO, Reserves, Balances, and the carry forward.	<i>Rick moved and Helen seconded the motion to accept and approve the current draft fiscal year 2025 budget. The motion was approved unanimously.</i>
b. Craig Gorris Departure, New GM Arriving May	Marco announced that Craig Gorris moved locations and is no longer the GM for the Glendale Galleria. Judee announced that the new GMs name is Alex and Alex is currently responsible for a property in Riverside and Glendale. Staff will reach out to invite him to the next meeting.	<i>No Action Taken</i>
c. Randy request for use of social media to District tenants - discussion	Randy explained the need for the GDGA social media to capture tenants in the district and cross promote them amongst the GDGA social media feeds. Sabrina explained that she does reshare content by retagging and collaborating with tenants in the district. It was discussed the need to build a strong database of tenants and promote the businesses in the district which helps the property owners. Sabrina will reach out to city staff for an updated list of businesses and will develop a strategy to ensure the businesses in the district know about the GDGAs social media platforms.	<i>No action Taken</i>
d. Request to the Mayor for the creation of a Public Rights of Way Task Force consisting of the mayor, one other City Council member, the City Manager, the Chief of Police, and 3 members from the GDGA plus staff	Marco explained the need to create a Public Rights of Way Task Force consisting of the mayor, one other City Council member, the City Manager, the Chief of Police, and 3 members from the GDGA, including staff. This would address homelessness, street vending, and street performers.	<i>Rick moved and Raul seconded the motion to accept the Executive Committee recommendation to create a Public Rights of Way Task Force to the Board of Directors. The motion passed unanimously</i>
e. Beeline Plan Proposal/Discussion	Randy explained that the Beeline study group reached out to invite the GDGA to attend one of the upcoming virtual focus group sessions	<i>Helen moved and Rick seconded the motion to accept the</i>

	to share input on how the Comprehensive Operational Analysis and Integration Study can deliver improvements that reflect our community's needs. The suggested time was June 5 th at 1pm.	<i>Executive Committee recommendation for Staff and Raul to sign up to attend the meeting and make recommendations. The motion was approved unanimously.</i>
DISI Committee	Marco went through the following items:	
a. Glendale Chamber Annual Gala	The Board of Directors reviewed the sponsorship options for the Glendale Chamber Annual Gala.	<i>Rick moved and Raul seconded the motion to select the Gold Sponsor for \$3,000. The motion was approved unanimously.</i>
b. Glendale Police Awards Luncheon	The Board of Directors reviewed the sponsorship options for the Glendale Police Awards Luncheon. The captain sponsor included (8) Luncheon Tickets, Half-Page Ad, Digital Ad, and Recognition on social media & Website.	<i>Rick moved and Raul seconded the motion to select the Captain Sponsor for \$5,000. The motion was approved unanimously.</i>
c. Glendale Cruise Night	The Board of Directors reviewed the sponsorship options for Cruise Night. It will be held on Saturday, July 19 th in the heart of downtown Glendale on Brand Blvd.	<i>Rick moved and Raul seconded the motion to Sponsor Cruise Night for \$10,000. The sponsorship would be broken down with \$5,000 check and \$5,000 in in kind Ambassador services. The motion was approved unanimously.</i>
d. 2025 Southern California Open Chess Tournament	The Executive Committee reviewed the sponsorship options for the 2025 Southern California Open Chess tournament. This event is August 29 th – September 1 st . It is the first time it will be held in Glendale, within the district, and is expected to bring 500 chess players from around the country.	<i>Rick moved and Raul seconded the motion to sponsor at \$10,000 if a one-time event and \$20,000 if it will happen every year, for three years in the district boundaries. The</i>

		<i>motion was approved.</i>
e. PR & Social Media Report – Sabrina	Sabrina reviewed her report and announced a strong engagement from non-followers.	<i>No Action Taken</i>
f. Website Update – Sedna Solutions	The Board of Directors reviewed the report provided by Sedna Solutions.	<i>No Action Taken</i>
g. Banners	Staff explained they completed the spring banners and they would come down at the end of the month. Staff also completed the banners for the city. Discussion followed to think about banners for events like the chess event in the district.	<i>No Action Taken</i>
h. Other	Helen opened the floor for any other questions or concerns.	<i>No Action Taken</i>
SOBO Committee	Marco and Randy went through the following items:	
a. Report from DMS – Nick	Staff explained they have installed new plaques throughout the district on the trash cans. Staff displayed the new logo on ambassador carts, hats, and vests.	<i>No Action Taken</i>
b. Purchase Planters Brand & Central	Staff reviewed purchasing more planters for Brand and Central. These would be similar to the planters that were purchased last fiscal year on Central. Staff needs to work with the vendor to price out planters needed.	<i>Helen moved and Raul seconded the motion to accept the recommendation of the Executive Committee and purchase the planters but not exceed \$75,000. Rick abstained; the motion passed.</i>
d. Other	Randy opened the floor for any SOBO questions or concerns.	<i>No Action Taken</i>
6. Other	Randy opened the floor for any additional comments: a. Helen asked for the Board meetings to be scheduled for 1.5 hours going forward.	<i>No Action Taken</i>
7. Next Board Meeting	The next Board of Directors meeting will be on September 3 rd , at 10:00am, at 100 N. Brand Blvd. in the 6 th floor conference room.	<i>No Action Taken</i>
8. Adjournment	The meeting was adjourned at 11:30 AM.	<i>No Action Taken</i>

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



August 28, 2025

SUBJECT: CITY UPDATE

TO: GREATER DOWNTOWN GLENDALE ASSOCIATION – BOARD

FROM: Bradley Calvert
Community Development Director– CITY OF GLENDALE

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

1. NEW BUSINESSES IN THE DISTRICT

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

Date	Business Name	Type of Business	Address / Location
April 2025	Vegan Foodie Bowl	Restaurant: Vegan	803 Americana Way
April 2025	The Bar – Handrolls by Seabutter	Restaurant: Sushi	120 Caruso Ave
April 2025	Little Corner Café	Café	138 N. Brand Blvd
April 2025	Ganga Salon	Beauty Salon	1313 Galleria Way
April 2025	Regent X Coffee	Coffee Bar	2151 Galleria Way, (kiosk)
May 2025	Prego Mesh	Fine Jewelry	1153 Galleria Way
May 2025	United Color of Benetton	Retail: Women's Clothing	100 W. Broadway (Glendale Galleria Mall)
June 2025	Trophy Yoga	Retail: Women's Athletic Clothing	100 W. Broadway (Glendale Galleria Mall)
June 2025	Princess Polly	Retail: Women's Clothing	1152 Galleria Way, G015
June 2025	Le Brand	Restaurant: Mediterranean/Italian	933 N. Brand Blvd.
June 2025	Si Roma Fine Panini	Restaurant: Italian	132 S. Brand Blvd.
June 2025	Nu-Wave Global LLC	Tech Services in Cloud Communications	500 N Brand Blvd, spc 590
July 2025	Venchis	Retail: Ice Cream Shop	629 Americana Way
July 2025	Free People Movement	Retail: Women's Active Wear	2216 Galleria Way, S004
July 2025	Intermod	Retail: Men's Clothing Wear	2101 Galleria Way
August 2025	The Muse Room	Room Rentals	500 N. Central Ave.
August 2025	Legacy Comics and Cards	Retail: Comic Books and Cards	201 N. Orange St.

- **Glendale Tech Week 2025 – September 2-4, 2025**
 - Glendale Tech Week is a multi-day celebration featuring keynotes, panels, pitchfest, meetups, and more. Design to spotlight local tech companies, support startups, and build community. There's something for everyone from founders, developers, students to curious neighbors. Glendale Tech Week attracts not only local but regional attendees and talent. (More Information: <https://www.GlendaleTechWeek.com>)
- **Second Annual Women's Equality Day – September 10, 2025 | 5 PM | Alex Theatre**
 - The City of Glendale will host its Second Annual Women's Equality Day Celebration on Wednesday, September 10, 2025, at 5:00 PM in the historic Alex Theatre Courtyard, co-sponsored by the Glendale Commission on the Status of Women. The event will bring together civic leaders, business professionals, equity advocates, and community members for an evening focused on education, empowerment, and connection.

Downtown Glendale Association							
2025 DRAFT Budget 12/01/2024 - 11/30/2025							
		AUG 2025	Dec 1, 2024 - Aug 31, 2025		% Received	Annual Budget	% Annual Budget
Income	Assessment Income	0.00	1,339,496.57		87.96%	1,522,818.97	80.68%
	Non Assessment - Special Events	0.00	6,498.00		-	-	-
	Interest Income	50.09	469.13		-	-	-
	Total	50.09	1,346,463.70		88.42%	1,522,818.97	80.68%
	Balance Sheet	Carry Forward From Fiscal Year 2024					364,664.12
					Total	1,887,483.09	100.00%
Expense							
Administration		AUG 2025	Actual YTD Spent	Projected YTD	% Spent Budget	Annual Budget	% Annual Budget
	Travel		0.00	3,750.00	0.00%	5,000.00	0.26%
	Telecommunications	350.52	4,738.23	5,250.00	67.69%	7,000.00	0.37%
	Staff Contract	20,671.90	186,046.88	186,046.88	75.00%	248,062.50	13.14%
	Printing & Copying		1,005.13	1,500.00	50.26%	2,000.00	0.11%
	Postage & Mail	177.14	245.64	750.00	24.56%	1,000.00	0.05%
	Office Supplies		443.32	1,500.00	22.17%	2,000.00	0.11%
	Memberships		294.98	750.00	29.50%	1,000.00	0.05%
	Insurance Liability		6,746.06	5,250.00	96.37%	7,000.00	0.37%
	Legal Fees		1,000.00	3,750.00	20.00%	5,000.00	0.26%
	Board Meetings		338.39	375.00	67.68%	500.00	0.03%
	Bank Charges		0.00	150.00	0.00%	200.00	0.01%
	Accounting Fees		6,557.36	7,500.00	65.57%	10,000.00	0.53%
	Admin - Misc.		660.00	3,750.00	13.20%	5,000.00	0.26%
	Total Administration	21,199.56	208,075.99	220,321.88	70.83%	293,762.50	15.56%
	Reserves		0.00	132,315.44	0.00%	176,420.59	9.35%
		0.00	0.00	132,315.44	0.00%	176,420.59	9.35%

DISI		AUG 2025	Actual YTD Spent	Projected YTD	% Spent Budget	Annual Budget	% Annual Budget
	Business Attraction		0.00	7,500.00	0.00%	10,000.00	0.53%
	Advertising	486.71	4,573.78	11,250.00	30.49%	15,000.00	0.79%
	Annual Report		989.94	750.00	98.99%	1,000.00	0.05%
	Banners		7,742.44	15,000.00	38.71%	20,000.00	1.06%
	Events Coordinator		0.00	15,000.00	0.00%	20,000.00	1.06%
	Mobile App	220.00	1,980.00	1,987.50	74.72%	2,650.00	0.14%
	Public Relations	4,000.00	36,000.00	36,000.00	75.00%	48,000.00	2.54%
	Placemaking		34,421.63	45,000.00	57.37%	60,000.00	3.18%
	Rent, Parking, Utilities	1,107.04	10,102.51	11,250.00	67.35%	15,000.00	0.79%
	Seasonal Displays		7,789.34	75,000.00	7.79%	100,000.00	5.30%
	Special Events		6,057.56	11,250.00	40.38%	15,000.00	0.79%
	Chamber of Commerce		6,000.00	7,500.00	60.00%	10,000.00	0.53%
	City Events		5,000.00	7,500.00	50.00%	10,000.00	0.53%
	International Women's Day		17,174.98	11,250.00	114.50%	15,000.00	0.79%
	Special Projects		433.36	9,000.00	3.61%	12,000.00	0.64%
	Photography/Videos		6,602.50	5,250.00	94.32%	7,000.00	0.37%
	Website	662.00	5,958.00	5,962.50	74.94%	7,950.00	0.42%
	Total DISI	6,475.75	150,826.04	276,450.00	40.92%	368,600.00	19.53%
SOBO		AUG 2025	Actual YTD Spent	Projected YTD	% Spent Budget	Annual Budget	% Annual Budget
	Maint. Provider & Ops. Director	72,975.00	656,775.00	656,775.00	75.00%	875,700.00	46.40%
	Rent, Parking, Utilities	3,578.90	27,851.23	30,000.00	69.63%	40,000.00	2.12%
	Fuel	391.30	18,050.38	20,250.00	66.85%	27,000.00	1.43%
	Public Space Maintenance	180.00	15,148.55	18,750.00	60.59%	25,000.00	1.32%
	SOBO Misc.		4,537.63	7,500.00	45.38%	10,000.00	0.53%
	Capital Improvements		0.00	7,500.00	0.00%	10,000.00	0.53%
	Supplies	1,833.58	11,895.76	15,000.00	59.48%	20,000.00	1.06%
	Uniforms	1,212.02	5,049.26	7,500.00	50.49%	10,000.00	0.53%
	Ambassador Welfare	361.17	5,314.07	11,250.00	35.43%	15,000.00	0.79%
	Truck / P.W. Maintenance	1,374.91	7,717.84	7,500.00	77.18%	10,000.00	0.53%
	Automobile Insurance		5,772.52	4,500.00	96.21%	6,000.00	0.32%
	Total SOBO	81,906.88	758,112.24	786,525.00	72.29%	1,048,700.00	55.56%
TOTAL EXPENSES		109,582.19	1,117,014.27	1,415,612.32	59.18%	1,887,483.09	100.00%

Downtown Glendale Association

Balance Sheet Standard

As of August 31, 2025

	<u>Aug 31, '25</u>
ASSETS	
Current Assets	
Checking/Savings	
DGA Montecito Bank	594,113.55
	<u>594,113.55</u>
Total Checking/Savings	594,113.55
Accounts Receivable	
Accounts Receivable	165,386.27
	<u>165,386.27</u>
Total Accounts Receivable	165,386.27
	<u>759,499.82</u>
Total Current Assets	759,499.82
Fixed Assets	
Machinery and Equipment	36,893.94
Automobile	96,655.47
Accumulated Depreciation	-169556.00
Other FA	37,755.04
Machinery and Equipment	23,016.08
	<u>24,764.53</u>
Total Fixed Assets	24,764.53
Other Assets	
Accumulated Amortization	-30,000.00
district Formation cost	30,000.00
Right of Use Assets	1,383.65
	<u>1,383.65</u>
Total Other Assets	1,383.65
	<u>785,648.00</u>
TOTAL ASSETS	<u><u>785,648.00</u></u>

8:19 PM

08/30/25

Downtown Glendale Association

Balance Sheet Standard

As of August 31, 2025

	<u>Aug 31, '25</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Lease liability - current	1,424.78
Total Other Current Liabil...	<u>1,424.78</u>
Total Current Liabilities	<u>1,424.78</u>
Total Liabilities	1,424.78
Equity	
*Unrestricted Net Assets	471,752.68
Unrestricted Net Assets	83,021.11
Net Income	<u>229,449.43</u>
Total Equity	<u>784,223.22</u>
TOTAL LIABILITIES & EQU...	<u><u>785,648.00</u></u>



September 4th 2025

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 24-25);
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;

Randy Stevenson, President • Rick Lemmo, V.P. & Dir. of Govt. Relations
Helen McDonagh, Treasurer • Raul Porto, Secretary
Bradley Calvert • Judee Kendell • David Tonyan

100 N. Brand Boulevard • Suite 508 • Glendale, CA 91203
818.476.0121 • Info@DowntownGlendale.com
www.DowntownGlendale.com • Facebook & Twitter: DWTNGlendale • #DWTNGlendale

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 complete the attached nomination form. You may nominate yourself to the Board.

Schedule for the 2025 Annual Greater Downtown Glendale Association Board Meeting:

Nomination Letters Distributed to Property Owners Week of September 8th, 2025

Nominations due to the Nominations Committee: Friday, October 24th, 2025

Annual Elections Meeting Held: Wednesday, November XX, 2025
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 Friday, October 24th, 2025 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 emailed, 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 the Downtown Glendale District for everyone involved.

Sincerely,

Helen McDonagh
Secretary
Greater Downtown Glendale Association

Randy Stevenson
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 -2025

DGA Committee	Functions and Duties
Executive Committee Chair: Randy Stevenson, President of the Corporation	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. Consists of all of the officers of the corporation.
Sidewalk Operation, Beautification and Order (SOBO) Chair: Randy Stevenson	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. Relations with Glendale Police Dept, Homeless Providers
District Identity and Marketing Chair: Helen McDonagh	Projects would include those that market and promote the Downtown or promote positive aspects of the Downtown Glendale CBD. 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 Review Committee and Downtown Community Plan Update Chair: Rick Lemmo	Planning, zoning, parking, parking enforcement, traffic calming, transportation, review of new mixed-use developments, review of new construction and its impact, street relationship, etc.

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



**Greater Downtown Glendale Association
Board of Directors Nomination Form – 2025
Due – Friday, October 24th, 2025, at 3:00 p.m.
2025 Annual Board Meeting
Wednesday, November XX, 2025 at 10:00 a.m.
100 N. Brand Avenue, 6th Floor Conference Room
Glendale, CA 91203**

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 2025 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 (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

Randy Stevenson, President • Rick Lemmo, V.P. & Dir. of Govt. Relations
Helen McDonagh, Treasurer • Raul Porto, Secretary
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THE GLENDALE CHAMBER OF COMMERCE
Presents

Masquerade Gala 2025

You are cordially invited to attend a Masquerade Ball, an evening of elegance and intrigue. The event will be held at Forest Lawn's exquisite French Gothic-inspired corridor, the Theatre and Esplanade, where guests will enjoy an enchanting evening of fine dining, dancing and a silent auction. The evening will also feature the formal welcome and swearing-in of our Incoming Chair of the Board, Kevin Briggs of The Glenmark Hotel as well as a heartfelt expression of gratitude to our Outgoing Chair, Angie Ray, of Forest Lawn, for her dedicated service.

FRIDAY, SEPTEMBER 19, 2025 • 6:00 PM
THE MUSEUM PLAZA AND HALL AT FOREST LAWN GLENDALE
1712 S. GLENDALE AVE. , GLENDALE 91206

Title Sponsor
The Walt Disney Company



May '25 - August '25

PREPARED BY:
SABRINA EPSTEIN

INSTAGRAM

3,563 FOLLOWERS

301 new followers (9.2% increase)

1,133 INTERACTIONS

37.5% from ads

53,767 VIEWS

13.8% from ads

FACEBOOK

9,700 FANS

category avg. is 1,800

74 INTERACTIONS

901 visits

28,288 VIEWS

16,130 accounts reached

Top content formats

Published content

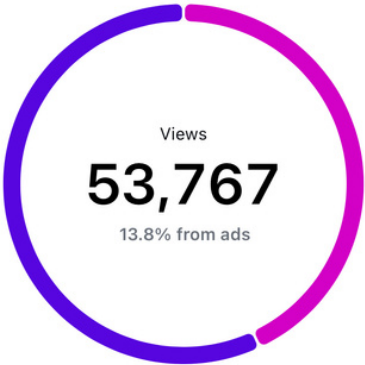
Based on up to 200 pieces of content

+3.5% vs. Feb 3, 2025 - May 16, 20...

Stories



Posts



- Followers 42.8%
- Non-followers 57.2%

Profile activity

vs Feb 28 - May 28

3,683

+148.2%

Profile visits

3,660

+151.0%

External link taps

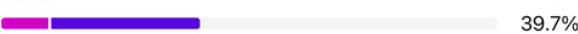
23

-11.5%

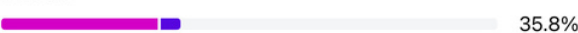
By content type

- All
- Followers
- Non-followers

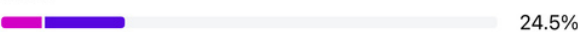
Posts



Stories



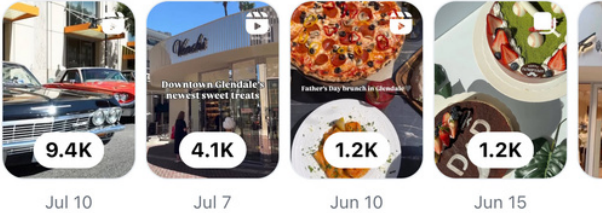
Reels



- Followers
- Non-Followers

By top content

See all

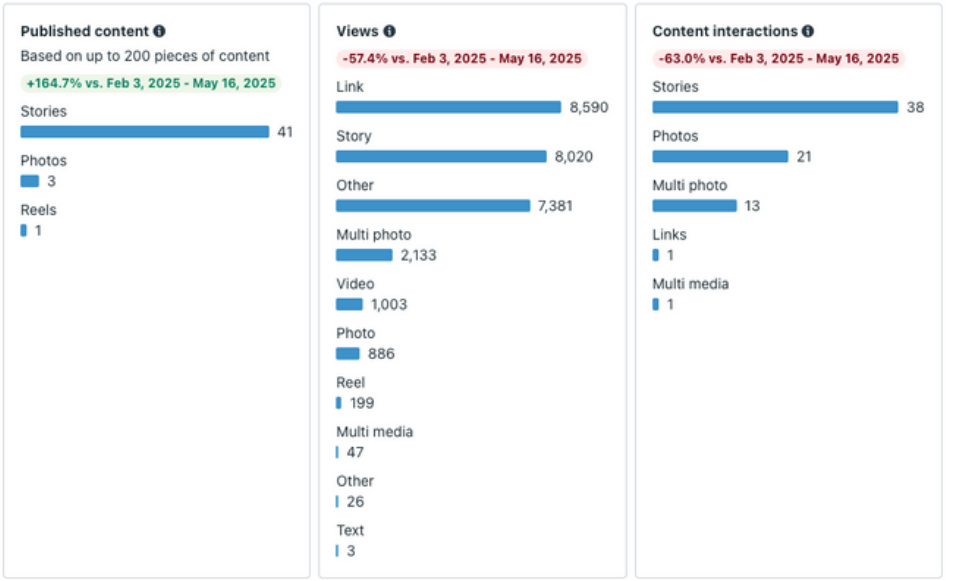


Key Takeaways:

Instagram delivered exceptional results with a 9.2% follower increase (301 new followers) and an outstanding 31.8% engagement rate, significantly outperforming industry benchmarks. The platform generated 53,767 views, 15x our follower count, demonstrating strong content resonance and organic reach. Our balanced content strategy across posts, stories, and reels is effectively building community engagement and brand awareness.

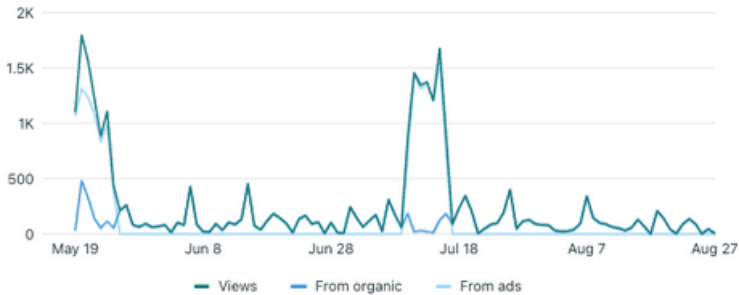
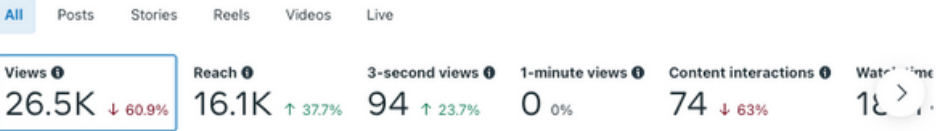


Top content formats



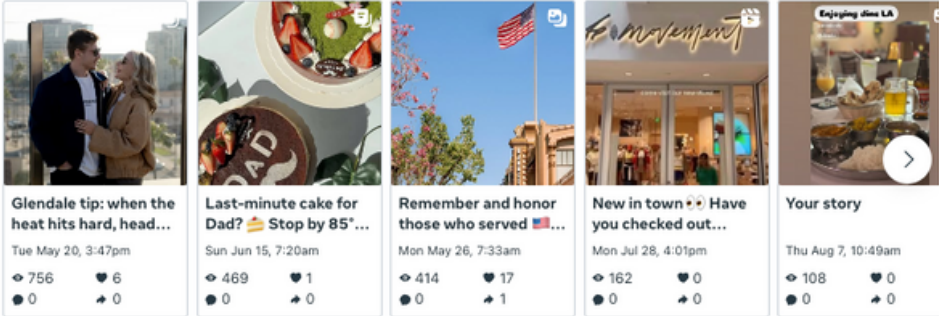
Content overview

Breakdown: Organic/ads



Top content by views

Boost content See all content



Key Takeaways:

Facebook continues to serve as our established community hub with 9,700 dedicated fans and 28,288 views, maintaining consistent reach within our target demographic. While focused on community information sharing rather than high-engagement content, Facebook maintains an evolved role as a platform for community information sharing and event promotion rather than high-engagement content. The platform effectively complements our Instagram growth strategy by reaching different audience segments and providing essential local business presence.

- Transition to **SEO-optimized alt text** and **keyword-rich captions** following Instagram's algorithm changes, moving away from hashtag dependency. Expand **local business collaborations** and prioritize **high-performing multi-photo posts** on Facebook while testing **video content** formats.
- Implement a **data-driven content calendar** with selective **paid amplification** of top-performing posts. With 31.8% Instagram engagement rates established, focus on strategic community partnerships that drive both digital engagement and foot traffic to downtown businesses.

September 2025

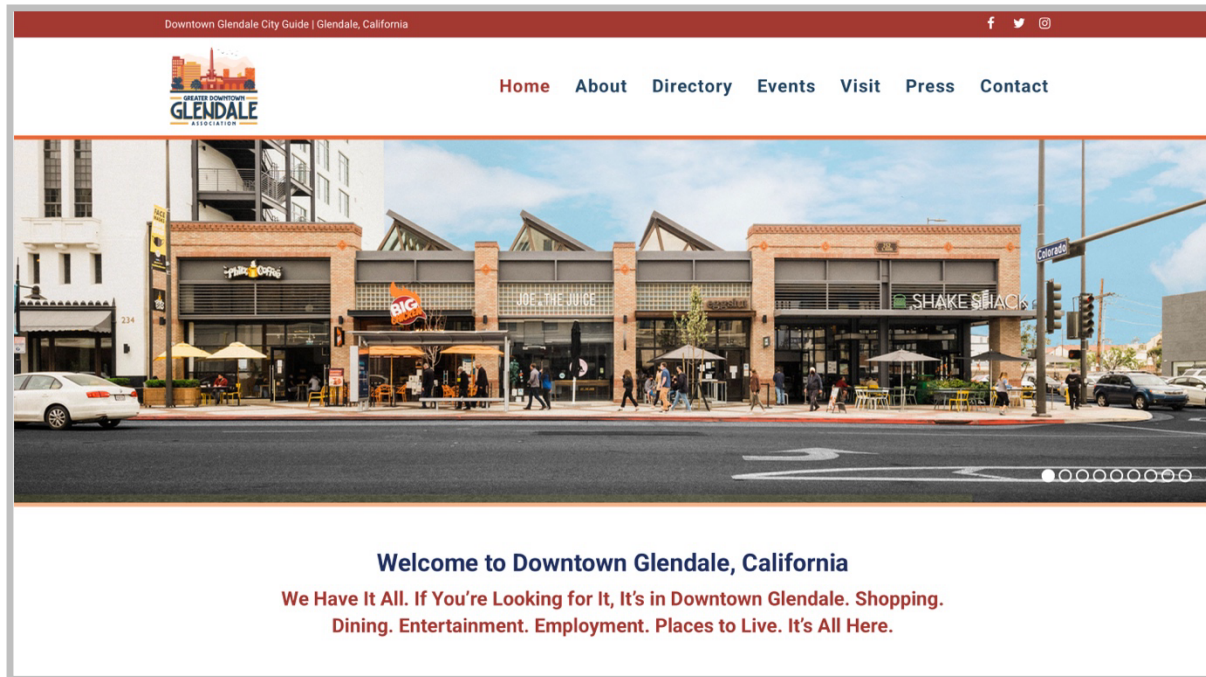
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
31	1 POST: Labor Day • Highlight sales at Americana / Galleria - End of summer activities in downtown STORY: Labor Day • Canva Graphic	2 STORY: National Suicide Prevention Month • Canva Graphic with mental health resources listed	3 POST: National Skyscraper Day • Highlight downtown architecture, aerial shots of Glendale buildings, urban development stories	4 POST: Eat an Extra Dessert Day • Feature dessert specials at downtown bakeries	5	6
7	8 POST: International Literacy Day • Highlight Barnes and Nobles	9	10 STORY: World Suicide Prevention Day • Mental health resources, community support	11 STORY: 9-11 Remembrance • Memorial content, community reflection, first responder appreciation	12	13 POST: International Chocolate Day • Highlight Venci at Americana
14	15 POST: Initial announcement with save-the-date for The Jewel City Concert Series • Photo(s) from last year's concert series • Infographic (Canva) with details: The Jewel City Concert Series is back and better than ever! Starting Saturday, September 27, Arisaka Paseo (127 Arisaka Avenue) will come alive with music, culture and community every Saturday evening through October 25. Each free concert kicks off at 5:00 PM in Glendale's Downtown Arts & Entertainment District. This series transforms the Paseo into an open-air stage celebrating Glendale's creative spirit and cultural diversity. Bring a chair, gather your crew and enjoy an hour of genre-spanning live music from jazz fusion to indie pop, rock, blues and beyond.	16 POST: 1 week countdown to the start of Fall • First day of fall is 9-23 • Highlight fall fashion at local stores, autumn decor	17	18 POST: National Childhood Obesity Awareness Month • Reel promoting healthy restaurants in Downtown Glendale (e.g., Vegan Foodie)	19	20
21 STORY: International Day of Peace • Community unity (graphic)	22	23 STORY: Rosh Hashanah • Wishing a happy Rosh Hashanah to all who observe (graphic)	24	25	26 POST: World's Biggest Coffee Morning (Macmillan Cancer Support) • Urartu Coffee spotlight	27
28 POST: National Drink Beer Day • Tavern on Brand spotlight	29	30	1 STORY: Yom Kippur • Wishing a happy Yom Kippur to all who observe (graphic)	2	3	4

*monthly ad spend of \$220

Greater Downtown Glendale Association

Website & Mobile App Report

September 2025



Website & Mobile App Tasks

- 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 upgrade on the WordPress software and plugins for the website.

2025 Southern California Open Chess Tournament

August 29 – September 1

Join us for an exciting weekend of chess competition in Glendale!

Register Now

(<https://onlineregistration.cc/ACA/SoCalOpen2025>)



7 Sections

Open, U2300, U2100, U1900, U1700, U1500, U1300

Time control

G/90 with a 30 second increment

USCF Membership Required

(SCCF membership is also required for Southern California residents.)



Frequently Asked Questions (FAQ)

About the Project

What is the Beeline Buzz Plan?

The Beeline Buzz Plan is a Comprehensive Operational Analysis and Integration Study that aims to improve access, connectivity, and efficiency of the Glendale Beeline bus service.

Why is this study being conducted?

We are re-evaluating our transit system to better serve the community by analyzing ridership trends, enhancing regional connections, and making the system more efficient and accessible.

What areas will this study focus on?

The study will focus on the Beeline's service area which includes Glendale, Burbank, La Cañada Flintridge, La Crescenta, and Montrose, and will look at routes, schedules, and regional transit connections.

How will this impact current Beeline services?

While the study is underway, current Beeline services will continue as usual. Any proposed changes will be based on community input and technical analysis. A proposed plan will be submitted to Glendale City Council for final adoption.

Community Engagement & Feedback

How can I provide my input?

You can share your feedback through public meetings, surveys, and online forums. Visit BeelineBuzzPlan.com for upcoming engagement opportunities.

Why is my feedback important?

Your input helps ensure that the improvements reflect the needs of riders, businesses, and the community. The goal is to design a system that benefits everyone.

Will there be public meetings?

Yes! Multiple community meetings will be held throughout the study phases. Stay updated by visiting BeelineBuzzPlan.com or following us on social media.

Project Goals & Outcomes

How will this study improve transit access?

The study will explore ways to improve service frequency, expand routes, and enhance connections with Metro, Metrolink and other regional transit options.

Will fares be affected?

Fare changes are not part of the study. However, recommendations for affordability and accessibility may be considered.

How does this study address sustainability?

The study will assess ways to make Beeline operations more environmentally friendly while promoting increased ridership.

Timeline & Next Steps

How long will the study take?

The study will take place in three phases, from Spring 2025 to Fall 2025, with opportunities for public input at each stage.

When will changes be implemented?

An implementation timeline will depend on study findings, community feedback, and funding availability. Recommendations will be shared with the public after the final phase and final adoption of any service changes will be decided by the Glendale City Council.

Staying Connected

Where can I find project updates?

Stay informed by visiting BeelineBuzzPlan.com, signing up for email updates, or following us on social media.

Who can I contact for more information?

You can reach us at:



BeelinePlan@GlendaleCA.gov



www.BeelineBuzzPlan.com



[@MyGlendalePW](https://www.facebook.com/MyGlendalePW)



[@MyGlendalePW](https://twitter.com/MyGlendalePW)



[@MyGlendalePublicWorks](https://www.instagram.com/MyGlendalePublicWorks)



From: Armen Karaoghlanian <armen@armenianfilmsociety.com>
To: info@downtownglendale.com
Subject: Armenian Film Festival

Hello,

I am reaching out to see if the Greater Downtown Glendale Association is interested in sponsoring this year's **Armenian Film Festival**?

The Armenian Film Festival will be held **September 3-7** in **Glendale** at the Alex Theatre, The Americana at Brand, and Vertigo, and is presented by The Los Angeles Times.

Armenian Film Society hosts year-round events and screenings and has partnered with organizations such as Vidiots, American Cinematheque, Academy Museum of Motion Pictures, HBO, and Warner Bros. Armenian Film Society has welcomed notable guests such as Sean Baker, Atom Egoyan, Angela Sarafyan, Serj Tankian, Sona Movsesian, and Sev Ohanian.

Armenian Film Society's events always have an Armenian connection, but all our events are open to the public and consistently draw diverse audiences. The Armenian Film Festival has become one of the fastest growing film festivals in the world, drawing in over 2,000+ attendees each year from China, Netherlands, and Armenia.

The 2025 Armenian Film Festival will open with the Los Angeles premiere of the highly anticipated *Monsieur Aznavour* at the historic Alex Theatre.

Thank you for your consideration!

Armen Karaoghlanian
Founder & CEO, Armenian Film Society



Connect, Collaborate, and Innovate at Glendale Tech Week - September 2-4, 2025

GLENDALE
**TECH
WEEK**

SEPTEMBER 2-4

3 FREE days of events, learning,
networking, and celebrating tech.

Networking Opportunities



[Investor Happy Hour](#)

Network with top VCs and angel investors from across SoCal, and build relationships that could fuel your next big move.



[FoundersBoost & Techstars Happy Hour](#)

Connect with early-stage founders, investors, and startup enthusiasts over drinks and conversation. Share insights, explore partnerships, and grow your network in a casual, engaging setting.



[From Beans to Breakthroughs: Founder Networking Meets Coffee Craft](#)

Celebrate the founder community with an exclusive event where coffee craft meets startup innovation. Enjoy the sensory experience of coffee roasting and spark conversations that inspire breakthrough ideas.



[Jewel City Meetup - Cocktail Hour](#)

Engage with fellow innovators over cocktails, gain practical guidance from mentors, and uncover strategies for securing funding to advance your projects.

CONNECT WITH US:

GlendaleTechWeek.com

@Glendale_Tech

