



Downtown Glendale Association
Executive Committee Meeting
Wednesday, April 24th, 2024 – 9:00 a.m.
100 N. Brand Blvd, 6th Floor Conference Room
Glendale, Ca 91203
www.downtownglendale.com

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

Absent: None

Guests: None

Staff: Marco Li Mandri/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 9:10 am. Introductions were completed. Everyone was in person for the meeting, consistent with the Brown Act rules. Quorum was met.	No Action Taken
2. Approval of the February 7th 2024, Executive Committee Minutes	The February 7 th , 2024 Executive Committee meetings were reviewed.	Randy moved and Helen seconded the motion to approve the minutes. The minutes were approved.
3. Public Comments and Announcements	Marco explained proposition 47 and the pending legislative and ballot issues related to amending it. Discussion followed.	No Action Taken
4. City Update on current projects	Marco explained that Bradley would be giving an update during the Board meeting on the bridge link, having presentations on new developments, and the hand billing of property assessments. Discussion followed	No Action Taken

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

5. Committee Reports		
Executive Committee	Rick and Marco went through the following items:	
a. YTD Rough Draft Budget review for FY 24	Marco reviewed the budget, the collected assessments, and carry forward. Marco reviewed the ADMIN, DISI, and SOBO categories. The Board of Directors will review the budget. Discussion followed. There is still money missing from FY 22 and 23 amounting to around \$152,000. Marco explained how this situation arose based upon the County and City miscommunications. He said that staff was working to get it resolved.	Helen moved and Randy seconded the motion to approve the year-to-date rough draft fiscal year 2024 budget. The motion passed unanimously.
b. Allocation of funds for International Downtown Association Conference in September, in Seattle. Investigate cost for membership in IDA, hotel, registration, and travel. Cost of 3 attendees, possible consideration for Board Members as well, for September 11-13, not to exceed \$4,000. Assign to Executive Committee for approval paid for out of reserves.	Marco explained the benefits of attending the International Downtown Association conference. He stated that staff and maybe some officers should be attending this year's conference in September in Seattle. Discussion followed. Marco will try to get exact amounts for the 3 staff members, but if Exec Committee members want to attend, this budget will be supplemented.	Rick moved and Helen seconded the motion to recommend to the Board of Directors to authorize the attendance of the IDA conference, not to exceed \$4,000 each or \$12,000 total. The motion was approved.
c. 2024 Meeting Schedule	Rick explained this would be discussed at the Board Meeting.	No Action Taken
DISI Committee	Helen and Marco went through the following items:	

a. Seasonal Decorations – Status and need for updating	Staff reviewed they were able to place spring displays out without needed to spend money on repairs.	No Action Taken
b. PR & Social media report	The Executive Committee reviewed the supplied report from Mustang Marketing	No Action Taken
c. Website update – Sedna Solutions	The Executive Committee reviewed the supplied report from Sedna Solutions.	No Action Taken
d. Report on International Women’s Day	The Executive Committee reviewed the report provided from Angel City.	No Action Taken
e. Events for the year: 1. Cruise Night	<ol style="list-style-type: none"> 1. The Executive Committee reviewed the sponsorship request from the City for Cruise Night. 2. Helen explained the request for sponsoring the International Film Festival 3. Marco explained the process for Angel City to assist with planning events for the GDGA. 	The Executive Committee approved the expenditure for Cruise Night (\$5,000) and will continue to use Angel City for any planned events in the future. The vote was approved by consensus
f. RFP for PR/social media	Marco explained the process for issuing a Request for Proposal for a new PR/Social Media company.	The RFP will be recommended to be approved by the Board. Staff will do the posting for the PR/Social Media company
g. YMCA request	The Executive Committee reviewed the sponsorship request from the YWCA. The Y is not in the District and therefore will not be funded.	No Action Taken
SOBO Committee	Marco and Randy went through the following items:	
a. Report from DMS	Staff gave a brief update on services.	No Action Taken
b. Purchase of tables, chairs, and umbrellas	Staff reviewed the tables and chairs that are used in other districts as a means to replace current tables, chairs, and umbrellas throughout the district. Discussion followed. Staff will research more brands and report back at the next meeting.	No Action Taken
c. Purchase of Planters	Staff reviewed the quote to purchase nine planters, reservoirs, and initial planting. The planters will be placed on Central Avenue at	Raul moved and Helen seconded the motion to recommend

	the west end of the cross walk at the entrance to the Galleria. Nick has made an arrangement whereas the GDGA would purchase the concrete planters, plant them initially and the Galleria will maintain them. Staff recommended that the purchase of the planters be funded as follows: \$26,000 from Placemaking in the DISI budget and \$30,000 from the reserve fund.	to the Board of Directors the authorization to purchase the planters, reservoirs, and initial planting. The budget for each will be recommended to the Board for allocation. The motion was approved unanimously
6. Other	Rick opened up the floor for any additional questions of discussions.	No Action Taken
7. Next Executive Committee Meeting	The next Executive Committee meeting will be at decided at the Board of Directors meeting.	No Action Taken

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