



**Downtown Glendale Association
Executive Committee Meeting
Wednesday August 31st, 2022 – 9:00 a.m.
100 N. Brand Blvd, 6th Floor Conference Room
Glendale, Ca 91203
Zoom Video Conference
www.downtownglendale.com**

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

Absent: None

Guests: None

Staff: Marco Li Mandri and Ryan/NCA, Nick Lemmo/DMS

Minutes:

| <i>Item</i> | <i>Discussion</i> | <i>Action Taken?</i> |
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| 1. Introductions | President, Rick Lemmo called the meeting to order at 9:00 am. Introductions were completed. This was a hybrid / Zoom meeting due to the COVID shelter in place requirements. Everyone was in person or on video for the meeting, consistent with the Brown Act rules. | No Action Taken |
| 2. Approval of AB 361 allowing us to continue to meet virtually | Marco explained the Governors AB361 which allows provisions to the Brown Act during the pandemic to meet virtually with the public. | Randy moved and Raul seconded a motion to continue to meet virtually and review again at the next Executive Committee meeting. The motion was |

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

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| | | approved unanimously. |
| 3. Public Comments and Announcements | Rick opened the floor for public comments and announcements. | No Action Taken |
| 4. Recommendation on Events Company RFP responses a. FUSE b. Glendale Arts | <p>Marco explained that Helen, Rick, and Marco interviewed both Glendale Arts and Fuse in response to the RFP to hire an events coordinator. The Board of Directors moved at the last Board meeting to allow the Executive Committee to hire the company after the interview was completed. Discussion followed to include: Helen explained that Fuse had experience but its market was in San Diego. They lacked the relationships that are local to the district and Glendale. Glendale Arts has the relationships, is in the district, and has already put on events in Glendale. Helen was leaning towards selecting Glendale Arts. Glendale Arts will still produce events like the Taste, Film Festival, and Open Arts and Music Festival.</p> <p>Rick stated that Fuse is a turn key operation and could potentially secure an office space in Glendale if needed for relatively low cost. Fuse can set up websites, sell tickets, create logos, and will split profit with the district. They really only make a profit if they are successful. It is also important that they are an established events company and can maintain a good relationship with the city.</p> <p>Marco reviewed the financials of each company and the profit-sharing idea from Fuse. Marco also said all contracts will have a 30 or 60 day no penalty or financial cost escape clause. The district just has to provide written notice and can cancel the contract.</p> <p>Raul stated that he wanted a company who would stay for a while, drive people to the district, and be able to adapt to the changing times of technology and life. The company needed to be able to pivot, create, and adapt. He also stated that the</p> | Rick moved and Raul seconded the motion to select Fuse as the events coordinator company for the GDGA, with the provision to add the escape clause in the contract. Rick and Marco will work on executing the contract with Fuse and Rick will update the Executive Committee. Rick, Raul, and Randy approved; Helen voted no. The motion passed, 3-1. |

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| | <p>district should still continue the relationship with Glendale Arts and collaborate on ideas that will better the district.</p> <p>Randy liked the idea of corporate connections and an events company that will be trying to make a profit. The district has so much to bring and offer to a company that can utilize all its resources.</p> | |
| 6. Next Executive Committee Meeting | <p>The next Executive Committee meeting will be October 5th, at 9:00am.</p> | No Action Taken |

Minutes taken by Ryan, Staff/New City America