



Downtown Glendale Association

Executive Committee Meeting

Wednesday, August 31st, 2022- 9:00 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**

AGENDA

1. Introductions – President Rick Lemmo
2. Approval of continuing to meet virtually, AB 361 *Action Item*
3. Announcements, public comment
4. Recommendation on Events Company RFP responses *Action Item*
 - a. FUSE
 - b. Glendale Arts
5. Next Executive Committee meeting:

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*

**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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www.DowntownGlendale.com • Facebook & Twitter: DWTNGlendale • #DWTNGlendale**

Re: Event Coordinator

Nina Crowe <ncrowe@glendalearts.org>

Here is the information you requested:

Glendale Arts mission is to generate opportunities to showcase, promote, encourage, and engage with the arts. We operate as a convener, producer, and purveyor, and the throughline revolves around connecting people with one another.

Glendale Arts was created in 2008 to manage the Alex Theatre. Since then, GA's mission has evolved from operating a theatre to transforming a community. Our initiatives grew beyond the Theatre's gates and developed into multiple areas of concentration which included cultivating relationships, impacting cultural and economic growth, and providing affordable and quality access to events.

Executing live and in-person events over the past 28 months has been challenging due to pandemic induced safety protocols and mandates created to protect the public. The below three events are highlights from our community programming, some during the pandemic and some prior to it:

Taste Walk Glendale is a lively evening of food, drink, and entertainment in Downtown Glendale featuring samples from over 40 restaurants on Brand Blvd., with live music and wine and beer stations along the event route to add some extra flavor. The event also boasted a VIP Lounge, (previously presented by the Greater Downtown Glendale Association) and hosted by PIRCH-Glendale, which included an upscale experience with live music, unique taste selections, and beer and wine.

Proceeds from Taste Walk Glendale benefitted youth programs at Glendale Arts and the Alex Theatre. Glendale Arts also donated a part of proceeds to YWCA Glendale's Summer Camp Rosie and the Glendale Educational Foundation's "Music Matters" Campaign.

Glendale Arts coordinated every aspect of this event including, but not limited to, the 40 restaurants, 5 bar locations, event space and check in locations (such as Massage Envy, MONA, The Americana at Brand, Capital One), logistics with the City (Parks & Rec), marketing, tickets, staffing, and client/ticket buyer services. 820 tickets were purchased and an additional 100 were provided to sponsors and special guests.

The Illuminate Dinner was a fundraiser with proceeds benefiting Glendale Arts and its operations as related to the Alex Theatre. The January 2020 event was held on the stage of the Alex Theatre with guests (limited to 100 - tables on the stage) enjoying food and wine served by local chef Sevan Abdessian (previously of Recess) along with a wine silent and live auction. In 2021, The Illuminate Dinner was virtual. Guests (75) received a beautiful package of food and wine delivered personally by a GA Board Member. Guests also received access to a behind the scenes and conversation with Chef Onil Chibas (Deluxe 1717) and Sommelier Sean Van Straatum (Oakmont Country Club). The programming was produced by Glendale Arts with cameras and equipment purchased with \$100,000 grant fund we received DURING the pandemic. The wine auction, a favorite part of The Illuminate Dinner, was held online.

Alex95 was a 12-hour live telethon held on September 5, 2020 marking the 95th birthday of the Alex Theatre. Glendale Arts raised more than \$100,000 (in 12 hours!) as a result of the generosity of donors and sponsors. Glendale Arts followed the strict safety guidelines and mandates to produce this event which included an on-site team of 6 for the live stream, a stage crew and staff of 15, 5 masters of ceremony, and board members and volunteers who answered calls in the call center. Leading up to the live event, we coordinated sponsorship, branding, and the asking and receiving of birthday wishes, greetings, and performances from around the world. Most of these were edited together for the 12-hour event. Live shots were called by Glendale Arts staff.

Open Arts & Music Festival was an all-day free event open to the public and for all ages. Brand Blvd. from California to Wilson was blocked off to cars. Programming included two stages for live entertainment, 50 booths for artists exhibits and interactive workshops, food and beer booths, a rock climbing wall, and a temporary public art exhibit. More than 15,000 people attended the event in 2019. The coordination to successfully plan and execute an event of this magnitude was extraordinary and included security and safety plans (as well as security and police officers), rentals, staffing, vendors, permits, and licenses to name a few. The pandemic cancelled the 2020 festival.

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These are, of course, in addition to the hundreds of thousands of performances and events at the Alex Theatre (not to mention the millions of audience members served) which speaks to our knowledge, reputation, and expertise in the world of planning and execution of events.

One important final note is that the original proposal Glendale Arts submitted proposed that Glendale Arts become the event production arm and community liaison of the Greater Downtown Glendale Association. I think this is important to consider. It is a natural progression in our relationship and will encourage success and inspire cultural development as well as strengthen GDGA's identity and presence within the community.

Thank you again for your consideration. Please let me know if you have any additional questions. If so, I am available by phone (818-605-8630) or email.

Nina Crowe, Chief Executive Officer
Glendale Arts
office: 818-243-2611 ext. 1
mobile: 818-605-8630
www.GlendaleArts.org

Current and Past Events

Mission Fed ArtWalk

Website: www.artwalksandiego.org
 Frequency: Annual Event – 39 Years
 Estimated Attendance: 100,000
 Event Description: Fine Art Festival



ArtWalk Liberty Station

Website: www.artwalksandiego.org
 Frequency: Annual Event – 17 years
 Estimated Attendance: 25,000
 Event Description: Fine Art Festival



ArtWalk Carlsbad

Website: www.artwalksandiego.org
 Frequency: Annual Event – 3 Years
 Estimated Attendance: 20,000
 Event Description: Fine Art Festival



Taste Of Little Italy

Website: www.tasteoflittleitalysd.com
 Frequency: Annual Event – 16 Years
 Estimated Attendance: 1500 tickets sold
 Event Description: Community Restaurant Tasting Event



Taste Of 3rd Avenue – Chula Vista

Website: <https://thirdavenuevillage.com/taste-of-third/>

Frequency: Annual Event – 26 years

Estimated Attendance: 600 tickets sold

Event Description: Community Restaurant Tasting Event



Taste Of La Jolla Village – Take Out Edition

Website: www.lajollabythesee.com

Frequency: One time event

Estimated Attendance:

Event Description: Community Restaurant Tasting Event



Lemon Festival

Website: <https://thirdavenuevillage.com/lemon-festival/>

Frequency: Annual Event – 25 Years

Estimated Attendance: 25,000

Event Description: Community Street Fair



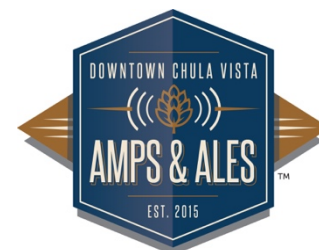
Amps and Ales

Website: <https://thirdavenuevillage.com/amps-and-ales/>

Frequency: Annual Event

Estimated Attendance: 2,000

Event Description: Beer and Music Festival



Future Planned Events

Bella Vita

Website: Coming Soon

Frequency: 1st Annual Event

Estimated Attendance: 5,000

Event Description: Street Chalk and Wine Festival



Piazza della Famiglia Concert Series

Website: Coming Soon

Frequency: 1st Annual Event

Estimated Attendance: 1,200

Event Description: Cultural Music Concert Series

Downtown Glendale Association
2022 DRAFT Budget 12/01/2021 - 11/30/2022

Income

	July 2022	Dec 1, 21' - July 31, 22'	Year-to-Date	Annual Budget
Assessment Income	123,209.04	1,364,542.21	1,364,542.21	1,479,072.90
Carry Forward		479,144.60	479,144.60	479,144.60
Contingency				
Non Assessment				
Interest Income	36.40	260.33	260.33	
Total	123,245.44	1,843,947.14	1,843,947.14	1,958,217.50

Expense

Administration

	July 2022	Actual YTD Spent	Projected YTD	% Spent Budget	Annual Budget	% Annual Budget
Travel		0.00	0.00	0.00%	0.00	0.00%
Telecommunications	476.55	4,028.47	5,333.33	50.36%	8,000.00	0.41%
Staff Contract	18,750.00	150,000.00	150,000.00	66.67%	225,000.00	11.49%
Printing & Copying	207.23	320.76	1,666.67	12.83%	2,500.00	0.13%
Postage & Mail	34.80	111.90	666.67	11.19%	1,000.00	0.05%
Office Supplies	34.66	107.02	2,000.00	3.57%	3,000.00	0.15%
Memberships	19.99	19.99	333.33	4.00%	500.00	0.03%
Insurance Liability		8,444.20	5,333.33	105.55%	8,000.00	0.41%
Legal Fees		572.00	3,333.33	11.44%	5,000.00	0.26%
Board Meetings	58.15	133.10	200.00	44.37%	300.00	0.02%
Bank Charges		0.00	266.67	0.00%	400.00	0.02%
Accounting Fees	200.00	6,200.00	5,000.00	82.67%	7,500.00	0.38%
Admin - Misc.		10,000.00	12,000.00	76.92%	13,000.00	0.66%
Total Administration	19,781.38	179,937.44	186,133.33	65.62%	274,200.00	14.00%
Contingency		0.00	85,814.29	0.00%	147,110.21	7.51%
Reserves		0.00	86,279.25	0.00%	147,907.29	7.55%
	0.00	0.00	172,093.54	0.00%	295,017.50	15.07%

DISI	July 2022	Actual YTD Spent	Projected YTD	% Spent Budget	Annual Budget	% Annual Budget
Business Attraction		0.00	0.00	0.00%	20,000.00	1.02%
Advertising	104.34	547.69	5,833.33	5.48%	10,000.00	0.51%
Annual Report		605.12	583.33	60.51%	1,000.00	0.05%
Banners		24,778.35	23,333.33	61.95%	40,000.00	2.04%
Glendale Arts Grant		0.00	0.00	0.00%	0.00	0.00%
Mobile App	200.00	1,600.00	1,750.00	53.33%	3,000.00	0.15%
Public Relations	3,000.00	24,000.00	23,333.33	60.00%	40,000.00	2.04%
Placemaking		0.00	29,166.67	0.00%	50,000.00	2.55%
Rent, Parking, Utilities	1,044.50	7,725.50	11,666.67	38.63%	20,000.00	1.02%
Seasonal Displays		1,980.86	64,166.67	1.80%	110,000.00	5.62%
Special Events		1,017.90	11,666.67	5.09%	20,000.00	1.02%
Chamber of Commerce		1,000.00	2,916.67	20.00%	5,000.00	0.26%
City Events		5,000.00	5,833.33	50.00%	10,000.00	0.51%
Jingle Bell Run		0.00	2,916.67	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	2,916.67	0.00%	5,000.00	0.26%
Special Projects		2,414.13	5,833.33		10,000.00	0.51%
Videos		0.00	0.00		0.00	0.00%
Website	400.00	3,200.00	3,500.00	53.33%	6,000.00	0.31%
Total DISI	4,748.84	73,869.55	195,416.67	20.81%	355,000.00	18.13%
SOBO						
Maint. Provider & Ops. Director	66,666.66	533,333.28	533,333.33	66.67%	800,000.00	40.85%
Rent, Parking, Utilities	2,312.05	19,269.03	20,000.00	64.23%	30,000.00	1.53%
Fuel	2,668.83	21,321.80	18,666.67	76.15%	28,000.00	1.43%
Public Space Maintenance	1,522.25	8,729.67	10,000.00	58.20%	15,000.00	0.77%
SOBO Misc.	275.80	13,170.98	14,000.00	82.32%	16,000.00	0.82%
Capital Improvements	(667.00)	64,255.20	50,000.00	85.67%	75,000.00	3.83%
Supplies	1,222.16	7,700.24	13,333.33	38.50%	20,000.00	1.02%
Uniforms	376.83	2,866.88	6,666.67	28.67%	10,000.00	0.51%
Ambassador Welfare	1,257.92	9,536.26	13,333.33	47.68%	20,000.00	1.02%
Truck / P.W. Maintenance	1,170.07	3,839.02	6,666.67	38.39%	10,000.00	0.51%
Automobile Insurance		6,871.00	6,666.67	68.71%	10,000.00	0.51%
Total SOBO	76,805.57	690,893.36	692,666.67	66.82%	1,034,000.00	52.80%
TOTAL EXPENSES	101,335.79	944,700.35	1,246,310.21	48.24%	1,958,217.50	100.00%