



**Downtown Glendale Association  
Executive Committee Meeting  
January 16<sup>th</sup>, 2025 – 9:00 a.m.  
100 N. Brand Blvd, 6<sup>th</sup> Floor Conference Room  
Glendale, CA 91203  
[www.downtownglendale.com](http://www.downtownglendale.com)**

**Present:** Randy Stevenson, Rick Lemmo, Craig Gorris, Raul Porto

**Absent:** Helen McDonagh

**Staff:** Marco Li Mandri, Ryan/NCA, Nick/DMS

**Minutes:**

| <i>Item</i>                                                                          | <i>Discussion</i>                                                                                                                                                                                                                                                                | <i>Action Taken?</i>                                                                                                 |
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| <b>1. Introductions</b>                                                              | President, Randy Stevenson called the meeting to order at 9:00am. Introductions were completed. Helen attended via phone but did not vote on any action items. Randy, Rick, Craig, and Raul were in person for the meeting, consistent with the Brown Act rules. Quorum was met. | <b><i>No Action Taken</i></b>                                                                                        |
| <b>2. Approval of the September 4<sup>th</sup>, 2024 Executive Committee Minutes</b> | The September 4 <sup>th</sup> , 2024 Executive Committee meetings were reviewed.                                                                                                                                                                                                 | <b><i>Raul moved and Rick seconded the motion to approve the minutes. The minutes were approved unanimously.</i></b> |
| <b>3. Public Comments and Announcements</b>                                          | Randy opened the floor for public comments.                                                                                                                                                                                                                                      | <b><i>No Action Taken</i></b>                                                                                        |

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

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100 N. Brand Boulevard • Suite 508 • Glendale, CA 91203  
818.476.0121 • [Info@DowntownGlendale.com](mailto:Info@DowntownGlendale.com)  
[www.DowntownGlendale.com](http://www.DowntownGlendale.com) • Facebook & Twitter: DWTNGlendale • #DWTNGlendale

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| <b>4. Committee Reports</b>                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                     |
| <b>Executive Committee</b>                       | Randy and Marco went through the following items:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                     |
| <b>a. Future Goals &amp; Strategies</b>          | Raul opened by stating that the GDGA should continue to focus at looking at both short-term and long-term goals to grow the district. Marco explained that he would like to work with different sectors; such as, hotels, malls, apartments, and businesses. Currently, the GDGA social media is weak and Sabrina needs to be showcasing the different activities in the district. Sabrina should be working with the City of Glendale, Americana at Brand, and Glendale Galleria to receive information, so that she can retell the story of the retailers and property owners. Marco and Helen will work with Sabrina to drive home what she should be focused on. When the Ambassadors pass out roses and flowers, this must be promoted so all know. It was discussed to explore working with a college and the marketing department to find an intern who has real world passion to showcase and market the district. The focus will be on the different sectors and starting with promoting the International Women's Day celebration.<br>Discussion followed. | <b><i>No Action Taken</i></b>                                                                                                                                       |
| <b>b. 2025 Meeting Schedule</b>                  | It was discussed that the next meeting will be March 18 <sup>th</sup> at 9:00am and the Board will follow at 10:00am.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <b><i>No Action Taken</i></b>                                                                                                                                       |
| <b>c. YTD Rough draft budget review for FY25</b> | Marco explained that the DGA has yet to receive the check for the December assessments. At the next meeting the FY24 and FY25 budget will be presented. The different categories and carryforward was reviewed.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <b><i>Rick moved and craig seconded the motion to recommend approval of the conceptual budget to the Board of Directors. The motion was passed unanimously.</i></b> |
| <b>d. Annual Report Print and to City Update</b> | Marco explained the annual report was completed and will be going to the printer shortly. The annual report to City Council will be on February 11 <sup>th</sup> 2025 at 3:00pm.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <b><i>No Action Taken</i></b>                                                                                                                                       |

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| <b>DISI Committee</b>                                                                                                                                       | Marco went through the following items:                                                                                                                                                          |                                                                                                                                                                                                                       |
| <b>a. PR &amp; Social Media Report – Sabrina</b>                                                                                                            | Sabrina’s report was reviewed.                                                                                                                                                                   | <i>No Action Taken</i>                                                                                                                                                                                                |
| <b>b. Website Update – Sedna Solutions</b>                                                                                                                  | Sedna Solutions report was reviewed.                                                                                                                                                             | <i>No Action Taken</i>                                                                                                                                                                                                |
| <b>c. International Women’s Day</b>                                                                                                                         | NCA Staff would provide an update for International Women’s Day at the Board of Directors meeting.                                                                                               | <i>No Action Taken</i>                                                                                                                                                                                                |
| <b>d. Events for the year at this point</b><br>1. Cruise night<br>2. Tech Week<br>3. Glendale Chamber Events<br>a. State of the City<br>b. Gala<br>4. Other | The Executive Committee discussed events and recommended at this time supporting the State of the City event.                                                                                    | <i>Rick moved and Craig seconded the motion to recommend to the Board of Directors that the State of the City event should be sponsored at a level not to exceed \$5,000.00. The motion was approved unanimously.</i> |
| <b>SOBO Committee</b>                                                                                                                                       | Marco and Randy went through the following items:                                                                                                                                                |                                                                                                                                                                                                                       |
| <b>a. Report from DMS – Nick</b>                                                                                                                            | Staff gave a brief update on homelessness, crime, and K-rails.                                                                                                                                   | <i>No Action Taken.</i>                                                                                                                                                                                               |
| <b>b. Update on Office Lease</b>                                                                                                                            | The new lease for the Ambassador office was reviewed. It was discussed the windows should have the GDGA logo and also be used to for businesses coming soon to the district.                     | <i>Rick moved and Randy seconded the motion to recommend to the Board of Directors to accept and sign the lease. Craig abstained. The motion passed.</i>                                                              |
| <b>c. Other</b>                                                                                                                                             | Randy opened the floor for any other SOBO comments or questions                                                                                                                                  | <i>No Action Taken</i>                                                                                                                                                                                                |
| <b>5. Other</b>                                                                                                                                             | Randy opened the floor for any other concerns or questions. It was discussed that shirts should be ordered for the Board Members with the new logo. Staff will source a shirt and collect sizes. | <i>No Action Taken</i>                                                                                                                                                                                                |
| <b>6. Next Executive Committee Meeting</b>                                                                                                                  | The next Executive Committee meeting will be on March 18 <sup>th</sup> , at 9:00am at 100 N. Brand Blvd. in the 6 <sup>th</sup> floor conference room.                                           | <i>No Action Taken</i>                                                                                                                                                                                                |

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