



**Downtown Glendale Association  
Executive Committee Meeting  
Wednesday, July 13<sup>th</sup>, 2022- 9:00 a.m.  
100 N. Brand Blvd., 6<sup>th</sup> 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**

TEMPORARY MODIFICATIONS TO THE BROWN ACT DUE TO COVID-19:

*Based on current COVID-19 directives and mandates, Governor Newsom has modified and suspended some of The Brown Act requirements temporarily. For a list of the items that Governor Newsom has modified or suspended, please see attached.*

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**AGENDA**

1. **Introductions – President Rick Lemmo**
2. **Approval of May 4<sup>th</sup>, 2022 Executive Committee Minutes** *Action Item*
3. **Approval of continuing to meet virtually, AB 361** *Action Item*
4. **Announcements, public comment (two minutes per speaker)**
5. **Committee Reports:  
(Executive Committee)**
  - a. **YTD Rough Budget review for FY 22**
  - b. **Update on amendment to bylaws, see attached (Article VIII, Section 1)** *Action Item*

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

- c. Other

**(DISI Committee) – Helen McDonogh**

- a. RFP responses to the solicitation to do Event planning **Action Item**
- b. Creation of International Professional Women’s Day Task Force, set first meeting
- c. Proposal for underwriting Film Festival **Action Item**

**SOBO Committee – Randy Stevenson**

- a. Report from DMS – Nick L
- b. Other

**6. Next Exec 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***



**Downtown Glendale Association  
Executive Committee Meeting  
Wednesday May 4<sup>th</sup>, 2022 – 9:00 a.m.  
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>
<b>1. Introductions</b>	President, Rick Lemmo called the meeting to order at 9:00 am. Introductions were completed. This was a Zoom meeting due to the COVID shelter in place requirements. Everyone was on video for the meeting, consistent with the Brown Act rules.	<b>No Action Taken</b>
<b>2. Approval of Executive Minutes from the February 23<sup>RD</sup>, 2022 Meeting</b>	Rick asked the Executive Committee to review the February 23 <sup>rd</sup> , 2022 minutes.	<b>Randy moved and Helen seconded a motion to approve the February 23<sup>rd</sup>, 2022 minutes. The motion was approved unanimously.</b>
<b>3. Approval of AB 361 allowing us to continue to meet virtually</b>	Marco explained AB361. It was discussed that The Executive Committee would reconsider the circumstances of the state of emergency with the COVID variants.	<b>Helen moved and Raul seconded the motion to continue using virtual meetings for all</b>

**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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	Zoom provides a safe atmosphere to meet and allows measures to promote social distancing. Public comment is allowed and can be easily accommodated with Zoom. Approving this motion will allow for Zoom, In person, or a hybrid format.	meetings held by the Downtown Glendale Association out of caution. This would also be revisited at the next meeting. The motion was approved unanimously.
<b>4. Public Comments and Announcements</b>	Rick opened the floor for public comments and announcements.	No Action Taken
<b>5. City update on current projects</b>	Rick explained that City staff is working on the design and implementation of the parklets. They will be affordable and beautiful. They are up and running in Montrose and he expects them to be open in Glendale during summer.	No Action Taken
<b>6. Committee Reports</b>		
<b>Executive Committee</b>	Rick and Marco went through the following items:	
<b>a. YTD Rough Draft Budget review for FY 22</b>	Marco reviewed the budget and the collected assessment amounts so far. Marco reviewed all categories and everything is under budget. He expects another installation payment soon from the April assessment payments. If the DISI funds are not spent because of COVID they may need to carry them forward to be spent next fiscal year. They want to make sure it is spent wisely and to consider the pandemic.	No Action Taken
<b>b. Board authorizing review of the Board composition in expanding seats for tenants</b>	Rick explained this is a property funded district; however, tenants should have representation. Comments followed, maybe adding one more tenant seat to the Board. Randy will look at the North to see if he can recommend anyone. The tenant success usually results in the property owner success. Everyone who is on the Board must serve on a committee first.	Rick moved and Helen seconded a motion for Staff to examine bylaws to broaden the Board balance of tenants and property owners. Staff will review and submit bylaws before the next meeting. The motion was

		approved unanimously.
<b>DISI Committee</b>	Helen went through the following items:	
<b>a. Events for 2022</b>	Helen announced that Cruise Night will be Saturday, July 16 <sup>th</sup> . If the DGA sponsors the event, the logo needs to be on all promised locations. It was discussed that the Board should combine the sponsorship for Cruise Night and Tech week.	Rick moved and Helen seconded a motion to recommend to the Board that Rick works out the details between the city for sponsorship and not to exceed \$15,000 plus banners for tech week. The motion was approved unanimously.
<b>b. Reconstitute Committee</b>	Helen explained they held a DISI meeting and had hotel employees contribute.	No Action Taken
<b>c. Authorize staff to issue RFP based upon the DISI Budget</b>	Helen explained that an events coordinator can help with International Women's Day and other downtown events. It would be great to do a Taste Downtown Glendale, Run, or other events.	Rick moved and Helen seconded a motion to recommend to the Board that Rick and Marco create and issue an RFP to hire an events coordinator. The motion was approved unanimously.
<b>SOBO Committee</b>	Randy went through the following items:	
<b>a. Report from DMS</b>	<p>a. Staff reviewed the need to purchase new ash trays to replace old broken ones.</p> <p>b. Staff reviewed the need to purchase a pressure washer and trailer.</p> <p>c. Staff reviewed the need to purchase six more trash receptacles.</p>	Randy moved and Raul seconded the motion to recommend to the Board that funds be allocated to capital improvements to purchase the requested cigarette ash trays, pressure washer, and trash receptacles. The motion was

		approved unanimously.
<b>b. Bridge link project</b>	Marco explained that staff should work the bridge link details out with City staff. The City acquisition of capital improvements and placement and GDGA to provide maintenance and watering services. This will be discussed further at the Board meeting.	<b>No Action Taken</b>
<b>c. Other</b>	Staff explained that Dodge Ram Truck needs repairs that are expected to cost around \$7,000. The other option is to trade the truck in and purchase a new truck.	<b>The Executive Committee by consensus stated that to resolve the issue, it would be better to trade in the old truck and purchase a new one.</b>
<b>7. Other</b>	Rick opened up for any other items or discussions.	<b>No Action Taken</b>
<b>8. Next Executive Committee Meeting</b>	The next Executive Committee meeting will be on July 13 <sup>th</sup> , 2022 at 9am. It will most likely be a hybrid style meeting.	<b>No Action Taken</b>
<b>9. Adjournment</b>	The meeting was adjourned.	

Minutes taken by Ryan Huffman, Staff/New City America

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

		<u>June 2022</u>	<u>Dec 1, 21' - May 31, 22'</u>	<u>Year-to-Date</u>	<u>Annual Budget</u>	
<b>Income</b>						
	Assessment Income		1,241,333.17	1,241,333.17		1,479,072.90
	Carry Forward		479,144.60	479,144.60		479,144.60
	Contingency					
	Non Assessment					
	Interest Income	37.54	223.93	223.93		
	<b>Total</b>	<u>37.54</u>	<u>1,720,701.70</u>	<u>1,720,701.70</u>		<u>1,958,217.50</u>
<b>Expense</b>					<b>Total</b>	
<b>Administration</b>		<b>June 2022</b>	<b>Actual YTD Spent</b>	<b>Projected YTD</b>	<b>% Spent Budget</b>	<b>Annual Budget</b>
	Travel		0.00	0.00	0.00%	0.00
	Telecommunications	459.60	3,551.92	4,666.67	44.40%	8,000.00
	Staff Contract	18,750.00	131,250.00	131,250.00	58.33%	225,000.00
	Printing & Copying		113.53	1,458.33	4.54%	2,500.00
	Postage & Mail		77.10	583.33	7.71%	1,000.00
	Office Supplies		72.36	1,750.00	2.41%	3,000.00
	Memberships		0.00	291.67	0.00%	500.00
	Insurance Liability		8,444.20	4,666.67	105.55%	8,000.00
	Legal Fees		572.00	2,916.67	11.44%	5,000.00
	Board Meetings		74.95	175.00	24.98%	300.00
	Bank Charges		0.00	233.33	0.00%	400.00
	Accounting Fees		6,000.00	4,375.00	80.00%	7,500.00
	Admin - Misc.		10,000.00	11,750.00	76.92%	13,000.00
	<b>Total Administration</b>	<u>19,209.60</u>	<u>160,156.06</u>	<u>164,116.67</u>	<u>58.41%</u>	<u>274,200.00</u>
	Contingency		0.00	114,980.96	0.00%	197,110.21
	Reserves		0.00	86,279.25	0.00%	147,907.29
		<u>0.00</u>	<u>0.00</u>	<u>201,260.21</u>	<u>0.00%</u>	<u>345,017.50</u>

DISI	June 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	160.00	443.35	5,833.33	4.43%	10,000.00	0.51%
Annual Report		605.12	583.33	60.51%	1,000.00	0.05%
Banners	6,110.10	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	1,400.00	1,750.00	46.67%	3,000.00	0.15%
Public Relations	3,000.00	21,000.00	23,333.33	52.50%	40,000.00	2.04%
Placemaking		0.00	29,166.67	0.00%	50,000.00	2.55%
Rent, Parking, Utilities	669.50	6,681.00	11,666.67	33.41%	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	2,800.00	3,500.00	46.67%	6,000.00	0.31%
<b>Total DISI</b>	<b>10,539.60</b>	<b>69,120.71</b>	<b>195,416.67</b>	<b>19.47%</b>	<b>355,000.00</b>	<b>18.13%</b>
<b>SOBO</b>						
Maint. Provider & Ops. Director	66,666.66	466,666.62	466,666.67	58.33%	800,000.00	40.85%
Rent, Parking, Utilities	2,141.27	16,956.98	17,500.00	56.52%	30,000.00	1.53%
Fuel	1,829.56	18,094.39	16,333.33	64.62%	28,000.00	1.43%
Public Space Maintenance		7,207.42	8,750.00	48.05%	15,000.00	0.77%
SOBO Misc.		12,895.18	13,500.00	80.59%	16,000.00	0.82%
Capital Improvements		64,922.20	14,583.33	259.69%	25,000.00	1.28%
Supplies	13.91	6,478.08	11,666.67	32.39%	20,000.00	1.02%
Uniforms	492.81	2,490.05	5,833.33	24.90%	10,000.00	0.51%
Ambassador Welfare	208.15	8,278.34	11,666.67	41.39%	20,000.00	1.02%
Truck / P.W. Maintenance		2,668.95	5,833.33	26.69%	10,000.00	0.51%
Automobile Insurance		6,871.00	5,833.33	68.71%	10,000.00	0.51%
<b>Total SOBO</b>	<b>71,352.36</b>	<b>613,529.21</b>	<b>578,166.67</b>	<b>62.35%</b>	<b>984,000.00</b>	<b>50.25%</b>
<b>TOTAL EXPENSES</b>	<b>101,101.56</b>	<b>842,805.98</b>	<b>1,138,960.21</b>	<b>43.04%</b>	<b>1,958,217.50</b>	<b>100.00%</b>

## 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 which may include that owner of record or an authorized representative, 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 sixty six per cent (66%) 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.
- d. *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.

**Event Planning Consultant – Request for Proposal**  
**Issued by the Greater Downtown Glendale Association (GDGA)**  
**May 31<sup>st</sup>, 2022 – Due Monday June 27<sup>th</sup>, 2022, 5:00 p.m.**

DGA is seeking proposals for event planning and implementation services. The intent of the Request for Proposals (RFP) is to identify and select an experienced planning consultant, firm or team that will be responsible for support, coordination, planning, and execution of the 2022 and 2023 GDGA Special events, whose number is yet to be determined.

DGA is a 501(c)3 nonprofit organization. Founded in 2013, the GDGA was formed by a group of property owners to manage the Greater Downtown Glendale Community Benefit District and manage its assets and revenues towards this end.

### **1. Scope of Work**

A consultant is being sought to provide the following services for the GDGA in 2022 and 2023:

- **Internal Support – Coordinate efforts amongst GDGA staff**
  - Develop and manage event planning timeline
  - Participate in staff meetings, approximately once a month and attend the GDGA District Identity Committee meetings each month they meet.
  - Coordinate with GDGA staff to assure event planning is progressing in a timely manner and all deadlines are met
  - Distribute all necessary information to event committee members
  
- **AV Support**
  - Identify all AV needs for the event/venue
  - Work with AV company on requirements for events
  - Coordinate with photographer and videographer if needed
  
- **Venue**
  - Develop and provide necessary information regarding venue layout, AV, etc.
  - Work with GDGA staff on event décor planning if an indoor event
  - Work with the venue contacts to ensure all vendors
  - Coordinate services with all selected vendors
  - Work closely with the caterer and DGA staff on all food selections and service arrangements if applicable
  - If an outdoor event, coordinate with the GDGA Maintenance contractor, District Maintenance Services

- **Event Registration**
  - Build and manage attendee registration database in coordination with GDGA staff
  - Coordinate event promotion through GDGA contracted management company, Mustang Marketing
  
- **Day-of Event support**
  - Create show flow and script for staff, volunteers, AV support and others as needed
  - Provide on-site supervision and show flow management during the event
  - Manage event registration (with support from GDGA staff and volunteers) and distribution of materials (programs, handouts, etc.)
  - Coordinate with vendors re: access, placement, timing, payment, etc.
  - Coordinate with vendors to assure event venue is cleared of materials and debris, as per requirements provided by venue
  - Other day-of tasks as necessary
  
- **Other Activities**
  - Attend and help oversee walk-throughs and rehearsal

## II. Eligibility Requirements

The GDGA is seeking an experienced event planning consultant company with the following qualifications. Please address these points:

- Professional background of each administrative and/or project staff person that will be assigned to this project
- Proven capability to perform the work on schedule and with quality performance knowledge, skills, and experience relevant to the implementation of conference logistics
- Include at least 3 references who operate CBDs, BIDs or business organizations in Southern California

## III. Responding to the RFP

Each response to the RFP must include the following information:

- A response to the Eligibility Requirements set forth above
- A detailed budget including hourly cost of personnel and be prepared to give a quote for each event that is planned by the GDGA. Each event will have its own budget and the goal is to have the event revenue neutral, thereby covering the Event planners costs and netting revenues to the Association if possible.
- Projected timeline for key event planning activities for each planned event
- Pictures/videos of prior events
- Statement agreeing to sign a one year contract (2022) with an option to extend two years (2023-2024).

**IV. Filing Deadline**

**Please submit your proposal by Monday, June 27<sup>th</sup>, 2022.** All proposals should be sent via email in PDF format to Marco Li Mandri, Executive Director of the Greater Downtown Glendale Association at [marco@newcityamerica.com](mailto:marco@newcityamerica.com). If there are any questions prior to submission, please send via email. An interview may be required but is



**glendalearts.org**

116 West California Ave.  
Glendale, California 91203

**phone:** 818-243-2611  
**email:** info@glendalearts.org  
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Helen McDonagh, Chair DISI Committee  
Greater Downtown Glendale Association  
100 N. Brand Blvd., #508  
Glendale, CA 91203

May 26, 2022

Dear Helen,

Glendale Arts is thrilled to officially announce that we are producing the 2022 Glendale International Film Festival – in person in Downtown Glendale from September 29-October 6, 2022! And I am pleased to present the opportunity for sponsorship of the event to the Greater Downtown Glendale Association.

The festival will convene members of the community along with filmmakers and cinephiles from Glendale and all around the world over seven days of screenings, special events and programs, Q&As, panel discussions, and networking opportunities with industry professionals.

Join us at the ground level of Glendale Arts' next chapter as we:

- Celebrate the art of filmmaking
- Bring film lovers from near and far together around the shared moviegoing experience
- Build community and collaboration among creative artists who live, work or do business in Glendale
- Cultivate the next generation of filmmakers through the GIFF Student Showcase
- Showcase Glendale's rich film history and present-day position in the entertainment capital of the world
- Boost our local creative and business economies

Attached is the Sponsorship Deck, and I hope you will consider the Executive Producer level which would include a special activation of the Festival Lounge. The Lounge would be open to "All

Access" Passholders after 4pm on Friday and Saturday for rest between screenings in addition to snacks, wine/beer, and mingling.

For your consideration:

### FESTIVAL LOUNGE

presented by the Greater Downtown Glendale Association

In addition, we would also offer general admission tickets and passes for DGA to offer through social media as well as other branding and marketing opportunities contests through digital and print media.

The other benefits and perks are included in the attached Sponsorship Deck.

I look forward to discussing the opportunity with you. Please email or call 818-605-8630 me in the meantime if you have questions.

Sincerely,

A handwritten signature in cursive script that reads "Nina Crowe".

Nina Crowe  
Chief Executive Officer



September 29 – October 6, 2022

**The Glendale International Film Festival** is a celebration of the art of filmmaking and the contribution that film makes to our culture. Celebrating 8 years, **GIFF** is dedicated to uniting the world through film and is a platform for filmmakers in all stages of their careers locally, nationally, and globally.

Film festivals have the unique ability to unite a community and spark connections. Of primary purpose of the **Glendale International Film Festival** is to bring people together – to watch films as a collective audience, to move conversations forward, to celebrate the Glendale's importance in filmmaking, and to allow for people to explore different thoughts and ideas on art and issues.

**GIFF** is a part of a week-long celebration of film – **FILM WEEK GLENDALE** – at Laemmle Glendale.

## **ABOUT GLENDALE ARTS**

Glendale Arts is a nonprofit organization that generates opportunities throughout greater Los Angeles to showcase, promote, encourage, and engage with the arts.

Glendale Arts believes that film can change the way we see the world and the way we see each other.

For more information on becoming a sponsor, contact:

Nina Crowe

Email: [ncrowe@glendalearts.org](mailto:ncrowe@glendalearts.org)

Phone: 818-605-8630

GLENDALEIFF.ORG  
FILMFREEWAY.COM  
#GIFF2022

## SPONSORSHIP OPPORTUNITIES

Glendale International Film Festival is cultivating partnerships with organizations that share an interest in the arts and entertainment industry, community development, and connecting with an ever-expanding and diverse audience.

There are a number of opportunities at GIFF for brand awareness and activations as well as options for involvement at other year-round events. For more information on a customized GIFF sponsorship package, developed to fit your company's goals and budget, contact Nina Crowe at [ncrowe@glendalearts.org](mailto:ncrowe@glendalearts.org).

### BECOME A FESTIVAL SPONSOR



## ADDITIONAL SPONSORSHIP OPPORTUNITIES

### EVENT SPONSOR

OPENING NIGHT: \$2,500

CLOSING NIGHT: \$3,500

- Mention during Opening or Closing Night Event
- Logo included in program, website, and event pages
- Promotional materials displayed during Opening or Closing Night
- Sponsor slide/logo projected prior to Opening or Closing Night film screenings/event
- Two (2) dedicated social media mentions
- Mention in press releases

### STUDENT FILMMAKER SHOWCASE SPONSOR

\$1,500

- Mention during Showcase
- Logo included in program, website, and event pages
- Signage at Showcase
- VIP seating at Showcase and other festival events
- Two (2) dedicated social media mentions
- Mention in press releases

### ADOPT-A-FILM

\$500

- Recognition in program & website
- Company signage at 1 event
- 2 social media mention
- VIP seating



# Greater Downtown Glendale Association



Nick Lemmo  
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(818) 274-6444