



**Downtown Glendale Association
Executive Committee Meeting**

**Wednesday, September 4th, 2024 - 9:00 a.m.
100 N. Brand Blvd., 6th Floor Conference Room
Glendale, CA 92013**

**For information related to access to this call, please call the Greater
Downtown Glendale office at (818) 476-0121**

AGENDA

1. **Introductions – President Rick Lemmo**
 2. **Approval of June 18th, 2024 Executive Comm. Minutes** *Action Item*
 3. **Announcements, public comment**
 4. **City Update on current projects:**
 - a. Hand billing issues with the City
 - b. Bike Lane Response
 - c. City Efficiency Letter
 - d. Homeless issues and Sidewalk Vending
 5. **(Executive Committee)**
 - a. Nominations Task Force appointment *Action Item*
 - b. Set Annual Meeting Date *Action Item*
 - c. YTD Rough draft Budget review for FY 24 *Action Item*
 - d. Met with Police Chief on issues
 - e. Other
- (DISI Committee) – Helen McDonogh**
- a. International Film Festival Sponsorship *Action Item*
 - b. Tech Week Update and Sponsorship *Action Item*
 - c. Letter to Mustang Marketing
 - d. Social Media and Public Relations update – Sabrina
 - e. Website update – Sedna Solutions
 - f. Events Update – Angel City

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

**100 N. Brand Boulevard • Suite 508 • Glendale, CA 91203
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- g. Int. Women's Day Task Force

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
Tuesday, June 18th, 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

Staff: Marco Li Mandri, Ryan/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 9:00am. Introductions were completed. Everyone was in person for the meeting, consistent with the Brown Act rules. Quorum was met.	<i>No Action Taken</i>
2. Approval of the April 24th 2024, Executive Committee Minutes	The April 24 th 2024 Executive Committee meetings were reviewed.	<i>Randy moved and Raul seconded the motion to approve the minutes. The minutes were approved.</i>
3. Public Comments and Announcements	Rick opened the floor for public comments.	<i>No Action Taken</i>
4. City Update on current projects	Marco explained that parcels were kicked back by the county tax assessor in 2022 and 2023 but the city never notified the district staff. NCA Staff is currently working with the City to send a handbill to the properties who received service but didn't receive an assessment invoice.	<i>No Action Taken</i>

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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. The Executive Committee asked to have the balance sheet included at the next meeting.	<i>Randy moved and Raul seconded the motion to approve the year-to-date rough draft fiscal year 2024 budget. The motion passed unanimously.</i>
b. Meet with Police Chief on Issues	Marco announced the GDGA would be meeting with the Chief of Police at 1:30pm to discuss crime and issues in the district.	<i>No Action Taken</i>
c. Pending Supreme Court ruling on Boise Case	Marco explained that Supreme Court would soon be making a ruling regarding homelessness, camping, and sleeping outdoors on public land. This case, known as the Grant Pass vs. Johnson could overturn the Boise vs. Martin case that has been the rule of the 9 th Circuit Court areas since 2018. Discussion followed.	<i>No Action Taken</i>
d. Other	Marco reviewed legislation and proposition 47. Marco also reviewed Safer Communities and street vending in California. Discussion Followed.	<i>No Action Taken</i>
DISI Committee	Helen and Marco went through the following items:	
a. Response from PR Task Force on selection of Marketing/PR Firm	Helen reviewed that the PR Task Force was selecting between Mustang Marketing, Tumbleweed, and Sabrina Epstein. The recommendation from the PR Task Force was Sabrina Epstein.	<i>Helen moved and Raul seconded to recommend to the Board of Directors to select Sabrina Epstein as the new PR and Social Media firm. The motion was approved unanimously.</i>
b. Website update – Sedna Solutions	The Executive Committee reviewed the new accessibility statement on the website. The website was also entered into an accessibility tester and resulted in zero errors.	<i>No Action Taken</i>
SOBO Committee	Marco and Randy went through the following items:	
a. Report from DMS	Staff gave a brief update on services.	<i>No Action Taken</i>

b. Other	Staff reviewed the planters were in final design and starting production.	<i>No Action Taken</i>
6. Next Executive Committee Meeting	The next Executive Committee meeting will be at decided at the Board of Directors meeting.	<i>No Action Taken</i>

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

July 29, 2024

Honorable Mayor
 Elen Asatryan
 Roubik Golanian
 City Manager
 Honorable City Council Members

SUBJECT: Report on Bicycle Transportation Plan for Glendale

Dear Mayor Asatryan:

It was with great surprise that our Board of Directors read the report on an Agenda Item for the Bicycle Transportation Plan for the City of Glendale, this past weekend. We have standing reports from the City of Glendale, which also includes members of your staff, on each of our Board agendas every other month and this is the first time we have heard that such a radical plan has been proposed.

In reading the report, we need to quote various statements that have been made that are simply not true:

<i>Statement, Page</i>	<i>Quote</i>	<i>Comment</i>
Page 2, Analysis	<i>“community outreach, and evaluation of policy and infrastructure improvements that will ensure the greater success of the city’s multi-modal infrastructure”</i>	There has been absolutely no community outreach to the Greater Downtown Glendale Association regarding plans for Class IV bike lanes on N. Brand Blvd nor Central Avenue, which are the core commercial roadways in our district
Page 2, bullet number 4	<i>“Creating a coordinated and targeted community outreach strategy through the update of the plan development, including coordination with any ongoing city education and safety programs, so that each effort informs the others.”</i>	No such coordinated targeted community outreach was done with the Greater Downtown Glendale Association, which is under contract with the City to manage the public rights of way and improvements to Downtown Glendale.

Rick Lemmo, President / Government Relations • Raul Porto, Vice President
 Randy Stevenson, Vice President • Helen McDonagh, Secretary / Treasurer
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<i>Statement, Page</i>	<i>Quote</i>	<i>Comment</i>
Page 3, 4 th bullet point	<i>“Create a plan that is ambitious yet implementable, phased to meet current and future challenges”</i>	Constructing a Class IV bike lane on South and North Brand Blvd. will create havoc in an area that is already massively impacted by heavy traffic. With ingress and egress to the 134, coupled with diagonal parking and planned parklettes on Brand, this Class IV bike lane proposal will NOT work. In addition, the Class IV Bike lanes on Central Avenue will greatly impact both the Americana and the Galleria, both huge sales tax producers for the City as well as huge employment and visitor centers for Downtown
Page 4, Technical Analysis	<i>“combined analysis of existing conditions, extensive public feedback”.....</i>	How can one state that there was “extensive public feedback” when the GDGA has had no information presented to us during this period?
Page 5, Class IV bike lanes	<i>“Bike lanes that are physically separated from vehicle traffic and parking lanes using vertical and horizontal features such as bollards, planters, barriers and parked cars. These recommendations are the culmination of almost two years of analysis, public outreach and.....public stakeholders”</i>	The GDGA is a “public stakeholder,” no outreach on this issue has occurred. Creating physically separated bike lanes from vehicle traffic and parking lanes, is not recommended nor advisable on Brand Blvd nor Central Avenue. In fact, we believe this is a recipe for disaster for the riding public.
Page 6, Project Phasing, points 1 and 3	<i>SAFETY: Crash density based upon the crash analysis conducted. COMMUNITY SUPPORT: Received support in online survey, web map or in person events</i>	We state for the record, and based upon the experience in other cities, that heavily trafficked areas should not be used to share the road with bicycle riders. There are plenty of alternatives such as Orange Avenue, which are more residentially oriented that would provide a much, much safer roadway to create Class IV lanes.
Page 7, Criteria	<i>“Safety” and “Community Support”</i>	Safety and Community support constitute a total of 47.6% of the criteria for selecting various roads, both criteria are not applicable to N. Brand and Central Avenue

<i>Statement, Page</i>	<i>Quote</i>	<i>Comment</i>
Page 9, Stakeholder outreach	<i>Points 1 – 7, “Overreaching themes from the survey and outreach events were that people wanted SAFE, CONNECTED AND USABLE BIKE LANES</i>	Please note in points 1 – 7 that NO outreach was made to the Americana nor the Galleria. There was also no outreach to the Board of the Greater Downtown Glendale Association at any time during this process. If the surveys demonstrated that people wanted safe, connected and usable bike lanes, the proposal for Class IV bike lanes on Brand Blvd and Central Avenue do not meet that standard.

To reiterate our concern, we are strongly urging that the City Council NOT take action on July 30th to move forward with this proposal as submitted. We are adamantly opposed to Class IV bike lanes even being considered for N. Brand Blvd. as well as Central Avenue. We would also expect that the auto dealers on South Brand Blvd. would have equally great concerns for such Bike lanes impacting their area.

With thousands of new residential unit built, under construction of being planned for Downtown Glendale, both north and south of the 134, we believe that there is only so many spaces to accommodate the vehicular traffic, buses, pedestrians and visitors to the Greater Downtown Glendale district.

Please do not take action until such time that a formal presentation of the Class IV bike lanes has been presented to our Board so we can give our feedback to the City prior to this master plan being adopted.

Sincerely,

Marco Li Mandri
Executive Director

Rick Lemmo
President

August 20, 2024

Honorable Mayor
Elen Asatryan
Roubik Golanian
City Manager
Honorable City Council Members

Dear Mayor Asatryan:

As you know, the Greater Downtown Glendale Association, representing property owners and business owners in the core commercial district of the City, has worked closely with City staff and the City Council for over 10 years now.

It has come to our attention that you will be discussing the processing of permits, entitlements and new developments as part of your Council deliberations today.

We want to express our support for doing whatever can be done to expedite new development application permits, staging for new development permits and expediting simple activities brought forward by property owners and businesses to increase commerce and commercial activity in the City. We are confident that the City staff are doing this now and just want to encourage the work that has been done in the past continues at its positive pace.

Please know that we appreciate our working relationship with the City and hope that our suggestions in this letter are taken in the same spirit or continuing to build collaborative relationships between the GDGA and our City partners.

Sincerely,



Marco Li Mandri
Executive Director

**Rick Lemmo, President / Government Relations • Raul Porto, Vice President
Randy Stevenson, Vice President • Helen McDonagh, Secretary / Treasurer
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Roubik and Chief Cid,

Here is the excerpt from the City of San Diego amended Sidewalk Vending Ordinance that calls for impounding of illegal vendors (whether by location, lack of ID, or not being licensed, etc.). I think a similar section should be amended to the current Sidewalk Vending ordinance in Glendale

Roubik, if possible, please send the entire ordinance (through the link) and the excerpt to the City Attorney's office prior to the City Council meeting on the 27th. We will need their feedback on this at that meeting.

Please confirm receipt. Thanks.

Marco Li Mandri

Executive Director, Greater Downtown Glendale Association

President

New City America, Inc

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www.NewCityAmerica.com

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§36.0111 Impounding of Vending Equipment

(a) The City may impound vending equipment and any goods therein, for any of the following reasons:

- (1) leaving vending equipment or goods unattended in violation of section 36.0105(k);
- (2) vending prohibited goods in violation of section 36.0109;
- (3) vending without a valid vending permit in violation of section 36.0110(b);
- (4) vending food without a valid and displayed San Diego County Environmental Health Permit in violation of section 36.0105(h);
- (5) vending in violation of this Division and the sidewalk vendor refuses or fails to provide identification upon request by an Enforcement Official;
- (6) vending in apparent violation of this Division and the sidewalk vendor refuses or fails to remove the vending equipment from the sidewalk, park, or other property within 30 consecutive minutes after being instructed to do so by an Enforcement Official;
- (7) vending in a manner that blocks or obstructs the free movement of pedestrians or other traffic on sidewalks and fails to maintain a minimum of 48 inches of accessible path of travel in violation of section 36.0105(m);
- (8) vending in a manner that creates an imminent and substantial danger or environmental hazard to the health, safety, or general welfare of the public or the property at the location of the vending equipment. Examples include discharge of oil, grease, or other slippery substance without any effort to maintain best management practices; using unapproved portable cooking equipment, heating element, gas-fueled appliance, generator, or any open flame; using cooking equipment without a fire extinguisher; or vending during urgent or emergency public safety events or incidents; or
- (9) vending by a sidewalk vendor who has, within a 24-month period, been issued three or more administrative citations for violations of this Division.

(b) Vending equipment or goods that are evidence of a crime or booked as property after arrest of a sidewalk vendor for violation of any local, state, or federal laws or regulations, excluding this Division, may be impounded in accordance with San Diego Police Department's applicable policies and procedures.

(c) The City may immediately dispose of impounded goods that cannot be safely stored or that are perishable.

(d) Any owner of impounded vending equipment or any goods may, within 10 days, request an administrative hearing before a hearing officer appointed by the City.

(e) The City Manager shall provide the person from whom the goods or vending equipment were taken with a receipt and instructions for retrieval of the impounded items, excluding any items that were disposed of according to section 36.0111(c). The receipt and instructions shall either be given to the person from whom the items were taken at the time of impound or shall be mailed within two business days of the impound to the address received by the City when the person applied for a vending permit.

(f) Impounded vending equipment and goods, excluding any items that were disposed of according to section 36.0111(c), will be released to the sidewalk vendor or owner provided that proper proof of ownership is presented, and the City receives payment in full of all administrative costs incurred as a result of the violation. Any unclaimed items will be considered abandoned and forfeited to the City after 90 days following impoundment.

("Impounding of Vending Equipment" added 5-23-2022 by O-21459 N.S.; effective 6-22-2022.)

(Amended 2-28-2024 by O-21775 N.S.; effective 3-29-2024.)

██████████ 2024

To: Greater Downtown Glendale Community Benefit District (CBD) Property Owners

SUBJECT: Annual Nominations and Elections' Board Meeting for the Greater Downtown Glendale Association

Dear Greater Downtown Glendale Community Benefit District (CBD) Property Owner:

The Downtown Glendale Association is the public benefit, non-profit District Management Corporation which is under contract with the City of Glendale to disburse the revenues of the CBD on behalf of the property owners in the Greater Downtown Glendale Community Benefit District. The Association has been operating since the Fall of 2012 with a volunteer Board of Directors and officers.

This annual Board Nominations process is an open process and all interested property owners, who are current on their Greater Downtown Glendale CBD assessment payments are encouraged to participate.

Please keep in mind that in nominating yourself or others to the Board, this is a **working** Board of Directors. Volunteer Board members are required to:

1. Be current on the Greater Downtown Glendale CBD assessments for the most current fiscal year, (FY 23-24);
2. Actively participate in one of the Committees of the Board, (please see attached)
3. Help raise funds for the Board and its activities;
4. Support the goals and policies of the Board;
5. Attend all regular Board meetings;

We do not seek nominees to fill a seat; we seek active committed Downtown Glendale CBD property owners who seek to rapidly improve the commerce, image and amenities of Greater Downtown Glendale.

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Please take a moment to fill out the attached nominations form. You may nominate yourself to the Board.

Schedule for the 2024 Annual Greater Downtown Glendale Association Board Meeting:

Nomination Letters Distributed to Property Owners Week of [REDACTED], 2024

Nominations due to Nominations Committee: [REDACTED] 2024

Annual Elections Meeting Held: [REDACTED] 2024
[REDACTED] a.m. (in person)

The nominations are due in the Greater Downtown Glendale Association office at 100 N. Brand Blvd., Ste 508, Glendale, CA 91203 by Friday, [REDACTED] 2024 at 3:00 p.m. Nominations received after that date may not be considered for selection to the Board. Nominations may be dropped off, mailed, scanned and e-mailed or faxed to the office.

If you have any questions regarding this process, please call our Executive Director, Marco Li Mandri, at (818) 476-0121. Thank you for your ongoing efforts to improve Downtown Glendale District for everyone involved.

Sincerely

Helen McDonagh
Secretary
Greater Downtown Glendale Association

Rick Lemmo
President
Greater Downtown Glendale Association

Marco Li Mandri
Executive Director/Downtown Glendale Association

ATTACHMENTS

**Greater Downtown Glendale Association (GDGA)
 CBD Board of Directors
 Committee Structure -2024**

DGA Committee	Functions and Duties
<p>Executive Committee</p> <p>Chair: Rick Lemmo, President of the Corporation</p>	<p>Oversees staff and district consulting contracts, corporate finances, insurance, development of budget, Board agendas and meetings, correspondences, outreach, bylaws and Board policies, relations with the City Manager’s office, political reps and public agencies, Board elections, fundraising, oversees contract with the DGA, etc.</p> <p>Consists of all of the officers of the corporation.</p>
<p>Sidewalk Operation, Beautification and Order (SOBO)</p> <p>Chair: Randy Stevenson</p>	<p>Oversees maintenance service employees involved in the improvement of the public rights of way, including sidewalk sweeping, steam cleaning, landscaping. Coordinates with other office building and private security companies in the district.</p> <p>Relations with Glendale Police Dept, Homeless Providers</p>
<p>District Identity and Marketing</p> <p>Chair: Helen McDonagh</p>	<p>Projects would include those that market and promote the Downtown or promote positive aspects of the Downtown Glendale CBD.</p> <p>Those issues may include branding of the district, public relations, social media, underwriting special events, Website maintenance, banner program, seasonal displays, holiday decorations, visual linkages, new public spaces projects, improvements to public spaces in the district, district walking maps, brochures, twitter and Facebook management, etc.</p>
<p>Land Use and Project Review Committee and Downtown Community Plan Update</p> <p>Chair: Rick Lemmo</p>	<p>Planning, zoning, parking, parking enforcement, traffic calming, transportation, review of new mixed-use developments, review of new construction and its impact, street relationship, etc.</p>

Staff: Marco Li Mandri, Executive Director (New City America)
 Ryan Huffman, Shirley Zawadzki, Laura Li Mandri, Monica Montes
 Administration (New City America)



Greater Downtown Glendale Association
Board of Directors Nomination Form – 2024
Due Friday, [redacted], 2024
2024 Annual Board Meeting
[redacted]
100 N. Brand Avenue, 6th Floor Conference Room

Address of Property owned or represented: _____

Owner or Authorized Representative Name: _____
(Print)

Are you currently on the Board of Directors: Yes___ No___

Are you currently serving on a Committee of the Board? Yes___ No___

Do you support the goals of the Association to improve Downtown Glendale through the Greater Downtown Glendale Association? Yes___ No___

Would you like to nominate yourself to the Board for a property owner seat commencing December 2024 and serving for 2 years? Yes___ No___

Name of other nominee (accepted by nominee) _____

Your name (as owner or authorized representative): _____
(Sign name)

Date signed: _____

Eligibility verified/Assessments current (done by staff) _____

Please return by mail at the address listed below or scan the document and send to ryan@downtownglendale.com, or fax to: 818-484-2618

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**Downtown Glendale Association
2024 DRAFT Budget 12/01/2023 - 11/30/2024**

		<u>August 2024</u>	<u>Dec 1, 23' - Aug 31, 24'</u>	<u>Year-to-Date</u>	<u>Annual Budget</u>	
Income						
	Assessment Income		1,469,187.04	1,469,187.04		1,490,988.70
	Previous FY A/R Assessments		66,569.97	66,569.97		152,735.68
	Carry Forward		302,454.87	302,454.87		302,454.87
	Non Assessment	1,050.00	5,695.00	5,695.00		
	Interest Income	70.95	415.04	415.04		
	Total	<u>1,120.95</u>	<u>1,844,321.92</u>	<u>1,844,321.92</u>		<u>1,946,179.25</u>
Expense					Total	
Administration		<u>August 2024</u>	<u>Actual YTD Spent</u>	<u>Projected YTD</u>	<u>% Spent Budget</u>	<u>Annual Budget</u>
	Travel		1,213.71	1,125.00	0.00%	1,500.00
	Telecommunications		4,494.14	5,250.00	64.20%	7,000.00
	Staff Contract	19,687.50	177,187.50	177,187.50	75.00%	236,250.00
	Printing & Copying	118.25	946.22	1,500.00	47.31%	2,000.00
	Postage & Mail		337.45	750.00	33.75%	1,000.00
	Office Supplies		74.80	2,250.00	2.49%	3,000.00
	Memberships	200.00	374.08	750.00	37.41%	1,000.00
	Insurance Liability		7,105.00	5,250.00	101.50%	7,000.00
	Legal Fees		0.00	3,750.00	0.00%	5,000.00
	Board Meetings		291.93	375.00	58.39%	500.00
	Bank Charges		9.00	150.00	4.50%	200.00
	Accounting Fees	10,000.00	10,000.00	6,000.00	125.00%	8,000.00
	Admin - Misc.		183.00	7,500.00	1.83%	10,000.00
	Total Administration	<u>30,005.75</u>	<u>202,216.83</u>	<u>211,837.50</u>	<u>71.59%</u>	<u>282,450.00</u>
	Reserves		0.00	152,421.88	0.00%	203,229.17
		<u>0.00</u>	<u>0.00</u>	<u>152,421.88</u>	<u>0.00%</u>	<u>203,229.17</u>

	August 2024	Actual YTD Spent	Projected YTD	% Spent Budget	Annual Budget	% Annual Budget
DISI						
Business Attraction		500.00	15,000.00	2.50%	20,000.00	1.03%
Advertising		1,369.00	7,500.00	13.69%	10,000.00	0.51%
Annual Report		841.31	750.00	84.13%	1,000.00	0.05%
Banners		8,934.08	15,000.00	44.67%	20,000.00	1.03%
Events Coordinator		8,000.00	21,000.00	0.00%	28,000.00	1.44%
Mobile App	460.00	2,460.00	2,250.00	82.00%	3,000.00	0.15%
Public Relations	4,000.00	31,200.00	31,500.00	74.29%	42,000.00	2.16%
Placemaking	20,447.03	40,894.06	45,000.00	0.00%	60,000.00	3.08%
Rent, Parking, Utilities	1,085.72	9,833.61	11,250.00	65.56%	15,000.00	0.77%
Seasonal Displays	547.43	2,126.35	101,250.00	1.58%	135,000.00	6.94%
Special Events		7,425.00	15,000.00	37.13%	20,000.00	1.03%
Chamber of Commerce		2,500.00	16,500.00	11.36%	22,000.00	1.13%
City Events		5,000.00	7,500.00	50.00%	10,000.00	0.51%
International Women's Day		13,800.29	7,500.00	138.00%	10,000.00	0.51%
Special Projects		685.00	15,000.00	3.43%	20,000.00	1.03%
Videos		0.00	1,500.00	0.00%	2,000.00	0.10%
Website	380.00	5,100.00	5,625.00	68.00%	7,500.00	0.39%
Total DISI	26,920.18	140,668.70	319,125.00	33.06%	425,500.00	21.86%
SOBO						
Maint. Provider & Ops. Director	70,000.00	630,000.00	630,000.00	75.00%	840,000.00	43.16%
Rent, Parking, Utilities	2,428.84	21,942.09	22,500.00	73.14%	30,000.00	1.54%
Fuel	1,858.11	18,848.33	20,250.00	69.81%	27,000.00	1.39%
Public Space Maintenance	1,198.18	10,584.41	37,500.00	21.17%	50,000.00	2.57%
SOBO Misc.	646.00	4,107.17	7,500.00	41.07%	10,000.00	0.51%
Capital Improvements		0.00	7,500.00	0.00%	10,000.00	0.51%
Supplies	1,275.82	10,161.40	15,000.00	50.81%	20,000.00	1.03%
Uniforms	795.88	4,198.78	7,500.00	41.99%	10,000.00	0.51%
Ambassador Welfare	441.41	4,489.16	15,000.00	22.45%	20,000.00	1.03%
Truck / P.W. Maintenance	567.43	2,532.33	7,500.00	25.32%	10,000.00	0.51%
Automobile Insurance		2,807.52	6,000.00	35.09%	8,000.00	0.41%
Total SOBO	79,211.67	709,671.19	776,250.00	68.57%	1,035,000.00	53.18%
TOTAL EXPENSES	136,137.60	1,052,556.72	1,459,634.38	54.08%	1,946,179.17	100.00%

June 30th, 2024

Ms. Diane McKay
CEO, Mustang Marketing
Sent via e-mail: dianne@mustangmktg.com

SUBJECT: Contract with the Greater Downtown Glendale Association

Dear Diane:

The Board of Directors met a few weeks ago to review the responses to the RFP we issued for Marketing and Social Media. While we have enjoyed working with you and Emma over the past 10 years, the Board voted unanimously to go in a new direction.

Aggressive Social Media exposure is something that has been prioritized by the Board coming out of COVID. While each of the three responding parties provided a good and thorough response, our desire was to select another vendor besides Mustang.

Therefore, we are giving you our 30 days' notice for termination of the agreement, as per the agreement each party signed last June. We have enjoyed working with you, Emma and your staff over the past 10 years and are always open to seeing if there are other issues that Mustang and the Greater Downtown Glendale Association can work together on in the coming months and years.

We would ask that Emma allow for a smooth transition with our new vendor during the final two weeks of July to ensure all access codes and PR and Social Media tools have been transferred accordingly. Again, thank you for your consistent service over this past decade.

Sincerely,



Executive Director
Greater Downtown Glendale Association

cc: GDGA Board of Directors

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

100 N. Brand Boulevard • Suite 508 • Glendale, CA 91203
Phone: 818.476.0121 • Fax: 818.484.2618 • Info@DowntownGlendale.com
www.DowntownGlendale.com • Facebook & Twitter: DWTNGlendale • #DWTNGlendale

Monthly Social Content Wrap

August 1, 2024 - August 29, 2024

Prepared by Sabrina Epstein

PROFILES INCLUDED IN THIS REPORT



@DOWNTOWN_GLENDALE



@DWTN_GLENDALE

INSTAGRAM OVERVIEW

Key Metrics

FOLLOWERS	REACH	IMPRESSIONS
2,487	1,243	5,908
↑ 75% (44 new)	↑ 11.4%	↑ 4.7K%

FACEBOOK OVERVIEW

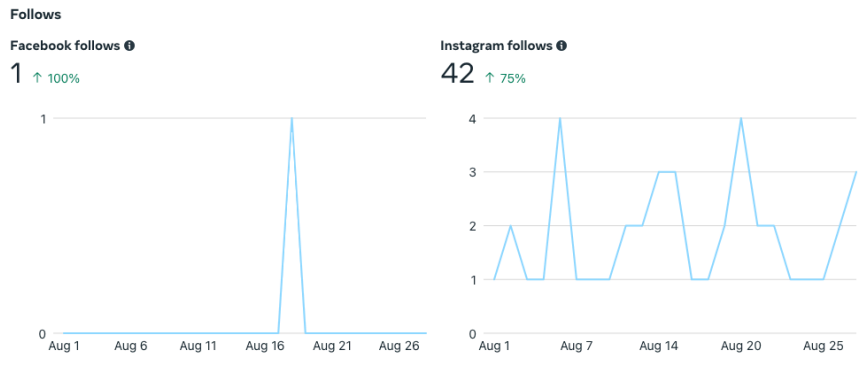
Key Metrics

FANS	REACH	IMPRESSIONS
9,719	2,738	7,619
↑ 1%	↑ 45.3%	↑ 33.4%

Aggregated Data

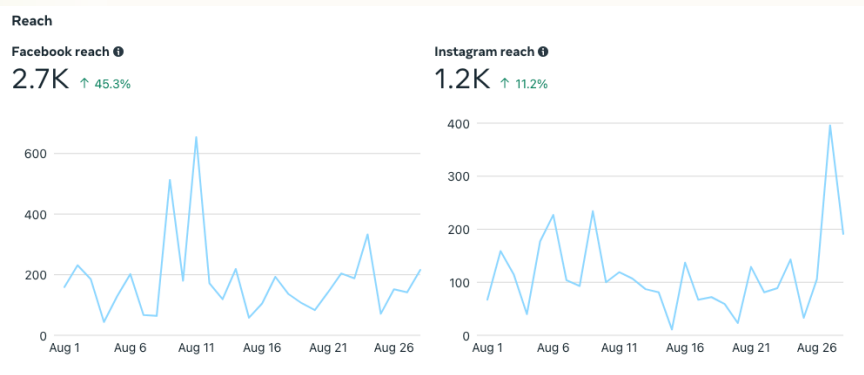
AUDIENCE GROWTH

Number of new fans/followers gained during the selected period.



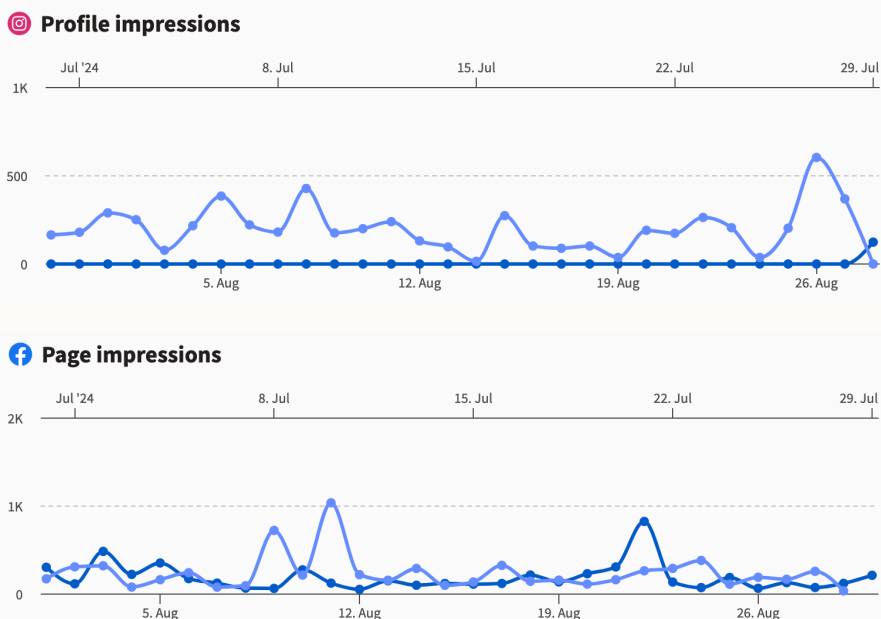
REACH

Number of users exposed to a piece of content during the selected period.




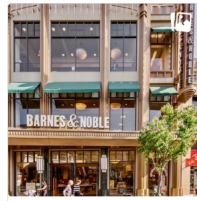

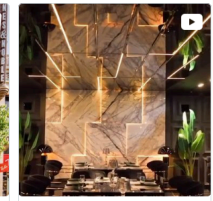
IMPRESSIONS

Number of times a piece of content was displayed to users during the selected period.



Top Content

INSTAGRAM

POST	POST	STORY	POST
 <p>Exciting news for Glendale foodies! 🌟...</p> <p>Tue Aug 27, 12:15pm</p> <p>↗️ 454 ❤️ 20</p> <p>💬 2 🔄 0</p>	 <p>Books are the windows to endless...</p> <p>Fri Aug 9, 9:40am</p> <p>↗️ 363 ❤️ 29</p> <p>💬 5 🔄 1</p>	 <p>Fri Aug 9, 10:02am</p> <p>↗️ 143 ❤️ --</p> <p>💬 0 🔄 0</p>	 <p>Weekend plans? Check out Eden's on Brand...</p> <p>Fri Aug 16, 7:36pm</p> <p>↗️ 142 ❤️ 6</p> <p>💬 0 🔄 0</p>

Reach ①

1,243
Accounts reached

Followers	597
Non-followers	646

By content type

All | Followers | Non-followers

Posts	1.3K
Stories	386
Reels	228
Videos	2

Engagement ①

87
Accounts engaged

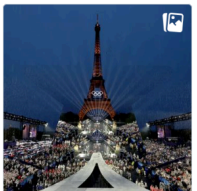
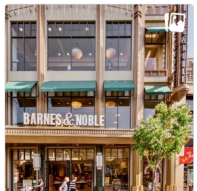
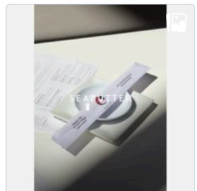

Followers	69
Non-followers	18

By content interactions

Followers and non-followers

Posts	137
Reels	27
Stories	7

FACEBOOK

STORY	POST	STORY	POST
 <p>Sun Aug 11, 6:03am</p> <p>↗️ 638 ❤️ 7</p> <p>💬 0 🔄 0</p>	 <p>Books are the windows to endless...</p> <p>Fri Aug 9, 9:40am</p> <p>↗️ 430 ❤️ 11</p> <p>💬 0 🔄 0</p>	 <p>Your Video</p> <p>Sun Aug 11, 6:28am</p> <p>↗️ 329 ❤️ 2</p> <p>💬 0 🔄 0</p>	 <p>Happy National Waffle Day 🍩! To celebrate...</p> <p>Sat Aug 24, 9:47am</p> <p>↗️ 285 ❤️ 2</p> <p>💬 0 🔄 0</p>

Published content ①	Facebook reach ①	Content interactions ①																																
<p>Based on up to 200 pieces of content</p> <p>+136.4% vs. Jul 4, 2024 - Jul 31, 2024</p> <table border="1"> <tr> <td>Stories</td> <td>20</td> </tr> <tr> <td>Photos</td> <td>5</td> </tr> <tr> <td>Reels</td> <td>1</td> </tr> <tr> <td>Videos</td> <td>1</td> </tr> </table>	Stories	20	Photos	5	Reels	1	Videos	1	<p>+45.3% vs. Jul 4, 2024 - Jul 31, 2024</p> <table border="1"> <tr> <td>Stories</td> <td>1,018</td> </tr> <tr> <td>Others</td> <td>940</td> </tr> <tr> <td>Photos</td> <td>630</td> </tr> <tr> <td>Multi photo</td> <td>456</td> </tr> <tr> <td>Reels</td> <td>168</td> </tr> <tr> <td>Links</td> <td>13</td> </tr> <tr> <td>Text</td> <td>2</td> </tr> <tr> <td>Videos</td> <td>2</td> </tr> </table>	Stories	1,018	Others	940	Photos	630	Multi photo	456	Reels	168	Links	13	Text	2	Videos	2	<p>+32.4% vs. Jul 4, 2024 - Jul 31, 2024</p> <table border="1"> <tr> <td>Stories</td> <td>22</td> </tr> <tr> <td>Photos</td> <td>14</td> </tr> <tr> <td>Multi photo</td> <td>10</td> </tr> <tr> <td>Reels</td> <td>3</td> </tr> </table>	Stories	22	Photos	14	Multi photo	10	Reels	3
Stories	20																																	
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Multi photo	10																																	
Reels	3																																	

Looking Ahead | October 2024

PROPOSED ACTION ITEMS

Subject to change between now and the next board meeting.

SOCIAL MEDIA ASSESSMENT

- **Follower Count & Engagement Metrics**
- **Audience Analysis**
- **Benchmarks & Goals**
- **Brand Consistency & Recommendations**
 - Change Instagram username to @DWTN_Glendale for consistency across platforms (Facebook, X).

BUDGET CONSIDERATIONS

- **Ad Spend**
 - Allocate \$400 to start for the month of October (boosting for Instagram & Facebook).
- **Photography & Videography Costs**
 - Local photographer options and associated costs for a lifestyle shoot around Greater Downtown Glendale.

STRATEGIC PLAN FOR THE YEAR

- **Monthly Calendar & Events**
- **Community Engagement Strategies**
- **Campaign Proposals:**
 - Downtown Glendale Awareness Campaign
 - Local Food Promotion
 - Community Business District Education
 - Spend a Day in Greater Downtown Glendale (*local giveaways + influencer partnership*).

Hi All,

Fri, Aug 16, 2024 at 4:16 PM **25**

I wanted to share this week's social media highlights. Please feel free to reach out if you have any questions. Thank you!

Week of 8/10 - 8/16

IG Stories:

- Posted 9 stories on Instagram and Facebook

IG Reels:

- Published 1 in-feed reel on Instagram and Facebook

IG Static:

- *Planned* post for this Sunday's 'National Ice Cream Pie' Day, featuring a business in GDG

Miscellaneous:

- Met with Nick and Chris to discuss social media strategy
- Meeting with Helen on Monday

Best,
Sabrina

--

Sabrina Epstein

✉ epsteinsabrina@gmail.com

☎ 202-821-8363

👉 <https://www.linkedin.com/in/sabrina-m-epstein/>

3 attachments



IG Followers through 8.17.PNG
273K



IG Reach through 8.17.PNG
248K



IG Top Post Insights 8.17.PNG
1671K

Hi All,

I wanted to share this week's social media highlights. Please feel free to reach out if you have any questions. Thank you!

Week of 8/17 - 8/23

IG Stories:

Posted 12 stories on Instagram and Facebook

IG Reels:

Published 3 in-feed reels on Instagram and Facebook

Miscellaneous:

-
-
- Met with Helen and Ryan on Thu Aug 22; discussed social media and event strategy; Helen to make several introductions, including Beth Porto from Porto's, in hopes of future collaboration opportunities
- [@Marco Li Mandri](#), do we have fun facts or historical info on GDGA? If so, could you please send those to me?

Best,

Sabrina

--

Sabrina Epstein

✉ epsteinsabrina@gmail.com

4 attachments



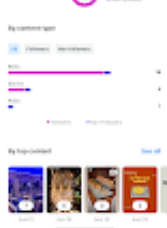
IG Followers 8.16 - 8.22.PNG
156K



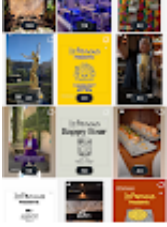
IG Reach 8.16 - 8.22.PNG
405K



IG Engagement 8.16 - 8.22.PNG
893K



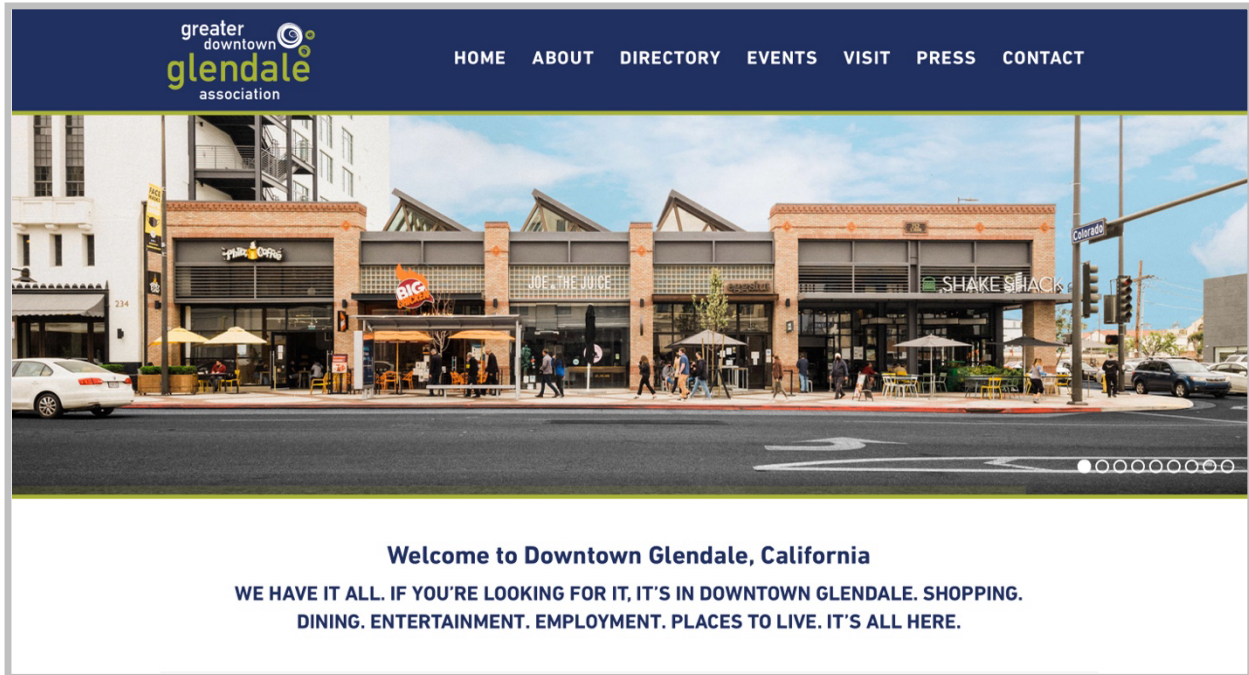
IG Accounts Reached.PNG
4020K



Greater Downtown Glendale Association

Website & Mobile App Report

September 2024



Website & Mobile App Tasks

- Added new reports for Board and Committee meetings on the website.
- Managed business listings in the Directory on the website and mobile app.
- Managed event listings on the Events Calendar on the website and mobile app.
- Performed upgrade on the WordPress software and plugins for the website.