



**Downtown Glendale Association  
District Identity and Streetscape Improvements  
Wednesday, July 13, 2022 - 11:00 a.m.  
100 N. Brand Blvd., 6<sup>th</sup> Floor Conference Room  
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.*

**AGENDA**

1. **Introductions – Chair, Helen McDonagh**
2. **Approval of continuing to meet virtually, AB 361** *Action Item*
3. **Approval of Minutes from May 25<sup>th</sup>, 2022 meeting** *Action Item*
4. **RFP for Events Coordinator , three respondents, select one** *Action Item*
5. **Events for 2022**
  1. Cruise Night
  2. Intl. Professional Women’s Day Task Force – set for March 2023, establish working group asap for this event (Helen, rep from Galleria and Americana, Ani, others)
  3. Jingle Bell Run - status
  4. Tech on tap - status
  5. Other
6. **Social Media and PR Update**
7. **Next 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**



**Downtown Glendale Association  
DISI Committee Meeting  
Wednesday, May 25<sup>th</sup>, 2022 – 2:00 p.m.  
100 N. Brand Blvd, 6<sup>th</sup> Floor Conference Room  
Glendale, Ca 91203  
Zoom Video Conference  
www.downtownglendale.com**

**Present:** Helen McDonagh, Rick Lemmo, Ani Pogossian, Nina Crowe, Bradley Calvert, Daralyn Yeghiayan, Steven Sayers, Luci Ibarra, Joe Stitick

**Absent:** None

**Guests:** Michael Vavru,

**Staff:** Marco Li Mandri and Ryan/NCA, Nick Lemmo/DMS, Emma Frawley/Mustang Marketing

**Minutes:**

| <i>Item</i>  | <i>Discussion</i>   | <i>Action Taken?</i>  |
|--|---|---|
| <b>1. Introductions</b>  | DISI Committee Chair, Helen McDonagh called the meeting to order at 2:00 pm. Introductions were completed. This was a hybrid in person / 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 AB 361 allowing us to continue to meet virtually</b> | Marco explained AB361. 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   | <b>Rick moved and Helen seconded the motion to continue using virtual or hybrid meetings for all meetings held by the Downtown Glendale</b> |

**Rick Lemmo, President / Government Relations • Raul Porto, Vice President  
Randy Stevenson, Vice President • Helen McDonagh, Secretary / Treasurer  
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|  | for Zoom, In person, or a hybrid format. They have seen a spike in cases with the new variants recently.  | <b>Association out of caution. This would also be revisited at the next meeting. The motion was approved unanimously.</b>          |
| <b>3. Approval of minutes from April 27<sup>th</sup>, 2022 meeting</b> | Helen asked the committee to review the April 27 <sup>th</sup> , 2022 DISI committee minutes.   | <b>Rick moved and Helen seconded the motion to approve the minutes. The minutes were approved unanimously.</b>                     |
| <b>4. RFP for Events Coordinator – review and approve</b>              | Marco reviewed the drafted RFP for an Events Coordinator. Marco will correct the dates in section 4.  | <b>Rick moved and Bradley seconded the motion to issue the RFP with the date corrections. The motion was approved unanimously.</b> |
| <b>5. Events for 2022/2023</b>   | <p>Helen explained the following events:</p> <ol style="list-style-type: none"> <li>1. Cruise Night – Saturday, July 16, 2022. 5:30 p.m. -10:30 p.m.<br/>Rick announced that the DGA would be a sponsor for Cruise Night and Tech Week. The sponsor amount would be \$5,000 plus banners for both events.</li> <li>2. Intl. Professional Women's Day – Luci and Daralyn expressed interest in Co-Chairing the event with Helen. They will look to get the task force up and running by Labor Day.</li> <li>3. Jingle Bell Run – Helen explained this event is probably disbanded.</li> <li>4. Tech Week – Ani announced it is still being held virtual. June 29<sup>th</sup>, they have a CHLA accelerator and a virtual event in July will be planned.</li> <li>5. Other – Nina from Glendale Arts said they will be producing Glendale's International Film Festival September 29<sup>th</sup>, 2022. It will be in the district and they have over 140 submissions already. They will have Q &amp; A's and are looking for an Executive Producer Sponsor. This is the first time they have done a film festival. If the GDGA sponsored they would have logos on all screens, digital programs, website, on-site step and repeat banners. They</li> </ol> | <b>No Action Taken</b>   |

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|  | are looking at organizations, film commissions, and elected officials to help sponsor.   |                        |
| <b>6. Concept drawings and costs for the Bridge Link project</b> | Marco reviewed the idea of the bridge link over the 134. Bradley announced the city has the funds and are working with Caltrans to get approval. It will help protect pedestrians and connect the North and South of the district.   | <b>No Action Taken</b> |
| <b>7. Social media and PR Update</b>                             | Emma from Mustang Marketing gave a social media and public relations update. Emma will be attending Cruise Night and is available to present a trophy if need be.  | <b>No Action Taken</b> |
| <b>8. Other</b>  | Helen opened up for any other items or discussions.<br><ol style="list-style-type: none"> <li>1. Helen would like the website directory reviewed.</li> <li>2. The Chamber will be putting on the GALA this year. It is already in the approved budget as a sponsor.</li> </ol> | <b>No Action Taken</b> |
| <b>8. Next DISI Committee Meeting</b>                            | The next DISI Committee meeting will be on July 13 <sup>th</sup> , 2022 at 11am. 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



**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 not required.

SAVE THE DATE!

# Cruise Night



Saturday, July 16, 2022

5:30 p.m. – 10:30 p.m.

In the heart of Glendale on Brand Blvd.

Registration includes a swag bag with a free event t-shirt.  
NEW this year! Modified Imports and Exotic Cars will be accepted!

[GlendaleCruiseNight.com](http://GlendaleCruiseNight.com)

Information Hotline: (818) 548-6464

**TROPHIES AWARDED!**

(Categories at Judges' discretion)

Fireworks! Live Entertainment! Family Fun & Activities!



@cruisenightglendale #glendalecruisenight





# TECH ON TAP

## Raise a glass at Tech on Tap.

Here's to great conversation, networking and good company!  
Join us each month to connect with like-minded innovators and enjoy talks by  
professionals at the helm of some of the industry's leading companies.

Upcoming Events:

### Featured

LARTA INSTITUTE Let's meet and tap the world. **Tech ON TAP**

**Sustainability and Innovation:  
Startups Tackling Global Issues**

WEDNESDAY, JULY 27, 2022 (VIRTUAL EVENT)  
Time: 3:00PM - 4:30PM PST

JUL 27

**Sustainability And Innovation: Startups Tackling  
Global Issues (/Calendar/2022/6  
/13/sustainability-and-innovation-startups-  
tackling-global-issues)**

Glendale Tech on Tap welcomes all tech professionals to share ideas, meet new friends, and discuss the latest technological innovations in a relaxed and social setting.