



Joe Stitick,
President
Raul Porto,
Vice President
Helen McDonagh,
Treasurer
Rick Lemmo,
Secretary
Phil Lanzafame
Brent Gardner

**Downtown Glendale Association
Board of Directors Meeting
Tuesday, March 21st, 2017 10:00 a.m.
100 N. Brand Blvd., 6th Floor Conference Room
Glendale, CA 92013**

AGENDA

1. **Introductions – President Joe Stitick**
2. **Approval of January 11th 2017 Board minutes** *Action Item*
3. **Announcements, public comment**
4. **City Update on current projects:**
 - a. Update on Street Performer ordinance – Final
 - b. Other
5. **Committee Reports:**

(Executive Committee) – Joe Stitick

 - a. Review of updated rough draft budget for YTD Fiscal Year 2017,
 - b. Proposal to hire consultant to review operations of the DGA – Executive Committee discussion
 - c. Banking issues, credit card and electronic transfer

(District Identity and Streetscape Improvements) – Helen McDonagh

 - a. Update from Committee
 - b. Cruise night sponsorship

(SOBO) – Brent Gardner

 - a. NCPS Transition report, withdrawal until the end of the fiscal year;
 - b. Options for services
6. **Other**



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Downtown Glendale Association
Board of Directors
Wednesday, January 11th, 2017 – 11:00am
100 N Brand Blvd, 6th Floor Conference Room
Glendale, CA 91203 - www.downtownglendale.com

Present: Joe Stitick/ Investment Property Services, Rick Lemmo/ Caruso, Helen McDonagh/ Massage Envy, Brent Gardner/ General Growth, Phil Lanzafame/City of Glendale,

Staff: Marco Li Mandri, Nick Lemmo, and Ryan Huffman

Guests: Jennifer McLain/City of Glendale, Alex Bruno/ Bruno Group Inc.

Absent: Raul Porto/Porto's Bakery

MINUTES

MINUTES	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions	President, Joe Stitick called the meeting to order at 11:00 am.	No action taken.
2. Approval of November 9th, 2016 Board Minutes	The minutes of November 9 th , 2016 were reviewed.	Phil moved and Brent seconded the approval of the minutes from the November 9th, 2016 Board meeting. The minutes were approved unanimously.
3. Public Comments and Announcements	Joe Stitick opened the floor to public comments and announcement.	No action taken.

	<p>a. Brent announced that the Glendale Galleria would begin a large scale parking garage improvements. They will be installing digital displays, painting new parking lines, and will have a mobile application too.</p> <p>B. Jennifer announced that the CycLaVia event would be taking place in June and their group wanted to meet with the DGA Board. It was scheduled to meet next DISI Meeting at 9:30am.</p> <p>c. Phil Announced that there would be a transit summit on January 17th, at 6;00pm to discuss a streetcar in Downtown.</p>	
4. City Update on Current Projects		
Update on street performer ordinance	<p>Jennifer McLain announced that Street Performer Ordinance is scheduled to go before the City Council on 1/31/2017 at 6:00pm. There were two outstanding items that the DGA requested be modified in the ordinance. The first was that the DGA requested that street performers be thirty feet and the City wanted ten feet. They decided to keep at ten feet. The second was the DGA wanted there to be six feet of open space on the sidewalks. The city wanted four feet. The City decided on five feet. Rick requested Joe draft a letter discussing how is it that street performers can operate without paying taxes, obtaining business licenses, and following the same rules as other businesses. Discussion followed.</p>	No action taken.
5. Update on Parking Meter Revenue	<p>Joe opened the floor to Phil and Jennifer to discuss parking meter revenue sharing:</p> <p>a. Jennifer explained that the City is working with the City Attorneys office to discuss parking meter sharing. She also announced that the City agreed to</p>	No action taken.

	<p>replace the city street signs with blue instead of brown. The street signs will start being replaced around May of 2017.</p> <p>b. Helen commented that she is receiving a number of complaints about the lack of parking on Brand Boulevard. She will be joining a task force to further discuss parking.</p> <p>c. Jennifer announced the City has an intern who will begin to look at the parking situation and brainstorm ideas on a way that the City can help.</p> <p>d. Rick commented and suggested looking into what other cities do as far as a valet program where you can drop off your car at one location and pick up at another.</p>	
5. EXECUTIVE COMMITTEE REPORT		
Annual Budget, FY 17	Staff reviewed the FY17 draft budget.	The board requested that the money from unallocated be moved to reserves. This will allow the DGA to be at 4.55% reserves. Joe requested after the budget was completed that he be emailed a copy.
Preparation of Annual Report to City Council	<p>a. Joe Stitick will be presenting the Annual Report to council on January 31st, at 3:00pm.</p> <p>b. Rick asked for the Annual Report is emailed to the Board prior to the Report to Council.</p>	No action taken.
Los Angeles Emergency Foundation	Joe reviewed a request from the Los Angeles Emergency Foundation.	Rick moved and Helen seconded the motion to not contribute to the Los Angeles Emergency

		Foundation as the Bylaws prohibit this type of contribution. The motion was approved unanimously.
Goals for 2017	Joe asked for Board members to prepare goals for the District in 2017.	No action taken.
DISI – COMMITTEE		
Status of Holiday decorations	Staff gave an update on seasonal displays. Staff reported that some of the toy soldiers and nutcrackers were vandalized. Also, with the large amount of rain some wooden boxes got moldy. They also discussed that they will be removing all the holiday tree lights.	No action taken.
Update from Committee	Helen gave an update on the DISI Committee. She discussed the Maryland Avenue Paseo, Jingle Bell Run, Social Media, Website, and upcoming events. Discussion followed.	No action taken.
SOBO Committee		
Consideration of in-house operations or select another vendor	Staff gave a brief presentation on looking at using in-house operations, selecting another vendor, or creating a hybrid program. Marco explained how each would work. Rick asked for a cost analysis be brought to the Executive Committee where it could be discussed and prepared for the Board.	No action taken.
Next Meeting	The next meeting will be held at 10:00 am on March 21 st , 2017.	No action taken.

Minutes taken by Ryan Huffman, staff

ANNA GRAZIOLI

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VICE PRESIDENT
Operations • Facilities

Dynamic senior leader in operations management, customer service, facility coordination, and project leadership with a career spanning more than 20 years of experience in diverse industries – including the civil sector and municipal construction. Demonstrated track record of establishing the policies and procedures necessary to guide seamless execution of all operations and initiatives in alignment with corporate vision. Proven ability to coordinate and schedule daily activities in a complex environment, including ensuring delivery of critical services and functions. Strong project leader able to drive implementation of the full project lifecycle. Outstanding, motivational team leader able to guide personnel to outperform goals. Possess an excellent background in financial management, budgeting, cost control, and strategic financial planning. Adept at sourcing and selecting suppliers, subcontractors, and partners whose services meet and exceed company standards for quality and cost-efficiency.

Strategic Leadership • Operations Management • Team Coordination • Facility & Building Management
Budget Administration • Business Growth • Community & Customer Service Management • Quality Control
Continuous Improvement • Organizational Transformations • Policy & Procedure Development
Special Marketing Projects • Risk Assessment • Field Communications & Reporting •
Maintenance Management • Contract Negotiation & Administration • Project & Program Management
Subcontractor & Supplier Selection • Staff Training & Development • Relationship Building

PROFESSIONAL EXPERIENCE

OLD PASADENA MANAGEMENT DISTRICT, Pasadena, California • 2006-2014

Non-profit organization focused on building a richly unique experience in the Old Pasadena community.

Vice President of Operations

Directed business operations, strategy, and planning – providing oversight into daily activities, maintenance, customer service and security for the Old Pasadena Business Improvement District (OPMD), which spans a 22-block region of Pasadena. Administered an allocated a \$4.5 million annual operating budget and a \$1.5 million annual capital improvement budget. On behalf of the City of Pasadena, coordinated operations, as well as, customer relations for 3 parking facilities with \$3 million in annual revenue and 1,500 total parking spaces. Planned and scheduled daily maintenance activities for both streets and buildings, including street sweeping, pressure washing, and trash removal. Orchestrated the activities of 60 contract personnel from 3 external vendors.

Selected Achievements:

- Delivered multiple general and capital improvement project initiatives on time and consistently came in at or below budget through outstanding strategic leadership and financial planning
- Established and built a strong network of relationships with city officials and departments, property owners, management companies, tenants, and stakeholders.
- Created and administered customer service and maintenance programs for the City of Pasadena owned parking facilities within the District. These programs are now the benchmark by which the other City owned facilities are judged.
- Motivated more than 25 District guides in the security and ambassador programs to achieve high standards of customer relations' excellence.
- Designed and implemented the Old Pasadena Holiday Décor program which markets to thousands each year
- Secured sponsorships in excess of \$50,000 for Make Music Pasadena. Pasadena's largest free music festival
- Accelerated into a role as Vice President within a year of hiring in recognition of exceptional contributions.
- Recognized by *Pasadena Magazine* in their "50 Most Fabulous Women of Influence in Pasadena" award.

January 4, 2017

Downtown Glendale Association
Rick Lemmo
100 N Brand Blvd Ste 508
Glendale, CA 91203

Subject: Sponsorship for the City of Glendale's 2017 Cruise Night Event

Dear Rick Lemmo,

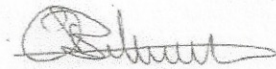
On behalf of the City of Glendale, I would like to invite you to become a sponsor of the 2017 Glendale Cruise Night Event which will be held on Saturday, July 15, 2017. It is an opportunity to become part of the hometown event that draws people and publicity from all over the Southland and beyond. Your financial support will assist the city in reaching its goal of raising \$50,000 to fund this year's event.

Cruise Night has been part of our community's history for 23 years! It is a fun, free, family event that features 300-400 pre-1980 classic cars and hot rods, community and sponsor displays, fun games and activities for kids, and of course local restaurants and retail stores along Brand Boulevard. In these difficult economic times, we look to our community to help us preserve this long standing community tradition. Your commitment will help us take advantage of the opportunity to bring fun and entertainment to our city, bring together our community and the classic car community, while promoting our local merchants.

Your sponsorship will help assure the success of the 2017 Cruise Night. Please find the attached Sponsorship Level Opportunities list and a fun facts sheet. If you are interested in becoming a sponsor, and would like more information, please call Patty Betancourt at (818) 548 -2792, or via email at PBetancourt@GlendaleCA.gov

On behalf of the City of Glendale, we thank you for your consideration in supporting this great tradition and for your commitment to our community. It is only through the help of organizations like yours that we can continue our tradition of Cruise Night.

Sincerely,



Onnig Bulanikian, Director
Community Services and Parks Department