downtown glendale association

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

Downtown Glendale Association
Board of Directors
Tuesday, March 21st, 2017 – 10:00am
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, Raul Porto/Porto's Bakery

Staff: Marco Li Mandri, Nick Lemmo

Guests: None

Absent: None

MINUTES

MINUTES	*Discussion*	*Action Taken?*
1. Introductions	President, Joe Stitick called the meeting to order at 10:00 am.	**No action taken.**
2. Approval of November 9th, 2016 Board Minutes	The minutes of January 11th, 2017 were reviewed.	**Phil moved and Rick seconded the approval of the minutes from the January 11th, 2017 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.**

4. City Update on Current Projects		
a. Update on street performer ordinance	The Street Performer's Ordinance was approved by the City Council on February 7, 2017, and enforcement began on March 16, 2017. Police spent several weeks educating street performers on the ordinance, and some of these folks attended a council meeting on 3/14/17 to protest the ordinance. In six months, the City Attorney's Office will revisit the ordinance to discuss any adjustments. A pamphlet is being created now, and once prepared will be given to DGA, area businesses, and the street performers. As a reminder, some of the street performers new rules are: No performer may block a curb cut or perform: 1) Within ten (10) feet of any bus stop; 2) Within ten (10) feet of any street corner or marked pedestrian crosswalk; 3) Within ten (10) feet of the outer edge of any entrance to any business, including, but not limited to, doors, vestibules, and driveways, during the hours that any business on the premises is open to the public or to persons having or conducting lawful business within those premises; and 4) Within ten (10) feet of the outer edge of any area permitted for sidewalk or outdoor dining including, but not limited to, sidewalk or outdoor dining entries and exits during the hours the business is open to the public. Discussion followed.	**No action taken.**
b. Downtown Street Signs	a. The City Council on February 7, 2017, approved a contract in the amount of $350,000 to replace the internally illuminated street signs at 23 key intersections in Downtown Glendale. These signs will be blue instead of brown.	**No action taken.**

	Installation is expected to begin in May, at the latest.	
c. Maryland Paseo	City Staff will be recommending the permanent closure of the Maryland Paseo along with limited infrastructure improvements. Estimates have been obtained. Temporary improvements such as cost-effective landscaping and adding gates in lieu of planters are being contemplated. Upcoming events planned for the Maryland Paseo include: · Armenian General Benevolent Union – Gallery and open events from 3/24 to 4/30 · Glendale Arts - Taste of Downtown Glendale VIP area on April 26 · CicLAvia - Possible area for bands · Private requests continue to roll in for special events by local residents, local non-profits and other organizations.	**No action taken.**
d. Demonstration Block	The demonstration block that Public Works is pursuing on behalf of DGA will be included in FY 2017-18 budget, which is pending approval. Meanwhile, the existing Carrotwood (Cupaniopsis anacardioides), which are the predominant street trees along Brand Blvd. from Colorado to the 800 block of N. Brand, have been in various states of decline for well over a decade; while many trees still remain in fair condition, many other are in advanced decline. In 2011, the City Public Works department began a multi-year project to gradually remove and replace the original 224 Carrotwoods based upon the severity of their decline, and replace each with tree of a different species that is more conducive to the conditions and available grow space in this part of the City. To date, 72 of these trees have been replaced. The next phase of this project will commence on the week of March 20, and will include	**No action taken.**

	removing and replacing 28 Carrotwoods along Brand that are in the most dire need of replacement.	
e. Chess Park	City Staff has been dealing with complaints related to poor lighting and a perceived uptick in transients, some of whom were utilizing the outlets. The outlets have been turned off, and Staff is working on a temporary lighting solution as construction of Chess Park Tavern is underway. DGA Staff and Ambassadors have also noted an increase in trash and drug paraphernalia. Police have also been notified.	**No action taken**
f. CicLaVia – June 11, 2017	Metro issued a round of grants to encourage more pedestrian friendly events throughout Los Angeles County. Glendale was a recipient of one of these grants. Jacqueline Bartlow, Economic Development Coordinator, is the City's project lead in working with CicLAvia, and has been coordinating with stakeholders such as the DGA, Americana, and Glendale Galleria.	**No action taken**
5. EXECUTIVE COMMITTEE REPORT		
Annual Budget, FY 17	Staff reviewed the FY17 YTD draft budget.	**No action taken.**
Proposal to hire consultant to review operations of the DGA	Joe Stitick reviewed Anna's qualifications and asked the Board to consider hiring a consultant to review the DGA's operations and assist with parking issues.	**Item moved to be discussed at the next Executive Committee meeting.**
Banking issues, Credit Card, and Electronic Transfer	Staff reviewed issues with the current bank. Discussion followed.	**No action taken.**
DISI – COMMITTEE		
Update from Committee	Helen gave an update on the DISI Committee. She discussed the Maryland Avenue Paseo, Cruise Night, Social Media,	**No action taken.**

	Website, and upcoming events. Discussion followed.	
Cruise Night Sponsorship	Discussed DGA sponsoring Cruise Night 2017.	**Helen Moved to sponsor cruise night with a $10,000.00 Cash donation and $5,000.00 in-kind donation. Rick seconded. The motion was approved unanimously.**
SOBO Committee		
NCPS Transition report, withdrawal until the end of the fiscal year.	Staff gave a brief report on the status of NCPS transitioning. Discussion followed.	**No action taken.**
Options for services	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. Discussion Followed.	**No action taken.**
Next Meeting	The next meeting will be held at 10:00 am on May 31st, 2017.	**No action taken.**

Minutes taken by Nick Lemmo, staff