



Rick Lemmo,
President
 Raul Porto,
Vice President
 Helen McDonagh,
Treasurer
 Joe Stitick,
Secretary
 Dennis De Pietro
 Carol Jacobs
 Phil Lanzafame

**Downtown Glendale Association
 Executive Committee Meeting
 Thursday, April 3, 2014 – 9:15am
 100 N Brand Blvd Cowork 100 Basement Glendale, CA 91203
 www.downtownglendale.com**

Present: Rick Lemmo/Caruso Affiliated, Joe Stitick/Investment Property Services, Helen McDonagh/Massage Envy, Raul Porto/Porto’s Bakery

Staff: Marco Li Mandri, Nick Lemmo, Lilya Avagyan

Guests: None

MINUTES

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions	President Rick Lemmo called the meeting to order at 9:15am and requested everyone to introduce themselves.	No Action Taken
2. Public Comments and Announcements	Rick Lemmo welcomed Lilya Avagyan as new Administrator/Community Relations, so did other Executive Committee members. Rick Lemmo opened the floor to public comments and announcement.	No Action Taken
3. Chamber Awards Luncheon	President Rick Lemmo announced that Downtown Glendale Association is being recognized as “Business Project of the Year” by Glendale Chamber of Commerce. He mentioned that it is a great honor and a tribute for the organization.	No Action Taken

<p>4. CBRe Request for adjustment to assessments</p>	<p>The Executive Committee has decided to request the facts for verification. Staff will research the issue and recommend to the Exec Committee on how to proceed.</p>	<p>No Action Taken</p>
<p>5. Progress of Downtown Market</p>	<p>Marco Li Mandri reported on Market progress and revenue. He mentioned that January is known as a slow time of the year for the markets.</p> <p>Rick Lemmo discussed the importance of branding and how it should be delivered.</p> <p>Joe Stitick suggested to advertise with an Armenian Media, particularly with “Asbarez” weekly newspaper.</p> <p>Lilya Avagyan suggested to advertise with Armenian Television as well, particularly with USArmenia TV Station.</p>	<p>No Action Taken</p>
<p>6. Land Use Committee</p>	<p>Rick Lemmo said that it is not clear if DGA is ready to hire a consultant.</p> <p>Marco Li Mandri suggested to set a meeting with City Representatives and Land Use Committee.</p>	<p>No Action Taken</p>
<p>7. Update on projects:</p>	<p>a. Ambassadors</p> <ul style="list-style-type: none"> - Nick updated on district maintenance. - Helen discussed about a parking lot owned by the city that is not maintained well by the city, and since it is located in downtown area, she suggested DGA to take care of the maintenance. <p>b. Concrete planters and sponsorships</p> <ul style="list-style-type: none"> - Executive committee members decided to limit the planters’ sponsorships only to Community Benefit District property owners or tenants. Sponsor will pay \$600/year. <p>c. News Rack removal process</p> <ul style="list-style-type: none"> - Nick reported that 9 news racks had 	<p>No Action Taken</p>

	<p>been removed. If the remaining aren't filled, then DGA will request for the rest to be removed as well.</p> <p>d. City update on various issues, including parklets</p> <ul style="list-style-type: none"> - Rick Lemmo said that parklets are not going as planned, and there needs to be concrete presentation for them to discuss this matter. 	
8. Budget Review	Marco reported on the budget misclassifications.	No action taken.
9. Other	None	No action taken.
10. Next Meeting	Next meeting for the Executive Committee will be held on May 8 th at 9:30am at 100 North Brand Blvd., Cowork 100 Basement, Glendale CA 91203	No action taken.

Minutes taken by Lilya Avagyan, and Marco Li Mandri, staff.