



Rick Lemmo, President ▪ Raul Porto, Vice President ▪ Helen McDonagh, Treasurer ▪ Joe Stitick, Secretary  
Dennis DePietro ▪ Carol Jacobs ▪ Mike Navarro

**Downtown Glendale Association  
Interim Board of Directors Meeting  
Tuesday, April 30<sup>th</sup>, 2013 – 10:00 a.m.  
100 N. Brand Boulevard, 6<sup>th</sup> Floor Conference Room  
Glendale, CA 92013  
[www.downtownglendale.com](http://www.downtownglendale.com)**

**AGENDA**

1. Introductions – President Rick Lemmo
2. Approval of March 26<sup>th</sup>, 2013 Interim Board minutes *Action Item*
3. Announcements, public comment
4. **Committee Reports:**
  - (Executive Committee) – Rick Lemmo***
    - a. Review of new Financial Report, *Action Item*
    - b. Next Executive Committee meeting
    - c. Other
  - (Sidewalk Operations/Beautification/Order, SOBO) – Dennis De Pietro***
    - a. Update on Farmers Market location, see map *Action Item*
    - b. Creation of Farmers Market Task Force, recommendations to come to the Board in May. Launch date July 11<sup>th</sup>;
    - c. Update on news rack removal;
    - d. Update on Bob Perry discussion, walk about at next meeting;
    - e. Update on supplemental services;
    - f. Operations Director report on services
    - g. Other
  - (District Identity and Streetscape Improvements DISI) – Helen McDonagh***
    - a. Authorization to expend up to \$ 1,000 at the Committee level, advertising contribution to the Police Foundation pamphlet *Action Item*

- b. Approval of Tim Gallagher Public Relations Agreement based upon PR Task Force and DISI Committee recommendations, \$36,000 for one year

**Action Item**

- c. Update on the success of the Bond series
- d. Web site update, up and running completely by July 1
- e. Presentation of new banner policy;
- f. City Parklette grants;
- g. Other

**(Land Use/Project Review Committee)**

- a. First Committee meeting, to be determined, 3 project review pending
- b. Other

5. **Other: Review of Mercato video from Little Italy and other shorts**

6. **Next 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 a place to be determined, but in the meantime at the Municipal Service Building, the City of Glendale, 633 E. Broadway, 2<sup>nd</sup> floor. 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 Fatima Valentine Henriquez at 818 476-0120 x 420 at least 48 hours prior to the meeting.***



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Rick Lemmo, President ▪ Raul Porto, Vice President ▪ Helen McDonagh, Treasurer ▪ Joe Stitick, Secretary  
 Dennis DePietro ▪ Carol Jacobs ▪ Mike Navarro

**Downtown Glendale Association  
 Community Benefit District  
 Interim Board of Directors Board Meeting  
 Tuesday, March 26<sup>th</sup>, 2013 – 11:00am  
 www.downtownglendale.com  
 100 N Brand Blvd, 6<sup>th</sup> Floor Conference Room Glendale, CA 91203**

**Present:** Rick Lemmo/Caruso Affiliated, Raul Porto/Porto's Bakery, Joe Stitick/Investment Property Services, Helen McDonagh/Massage Envy, Dennis De Pietro/Frank DePietro & Sons

**Staff:** Marco Li Mandri, Nick Lemmo, Fatima Henriquez

**Guests:** Alison Maxwell/City of Glendale, Jackie Bartlow/City of Glendale, Rod Brooks/Glendale Police Dept., Carol Jacobs/General Growth, Philippe Eskandar/City of Glendale, Kevin Dizon/Glendale Police Dept.

**MINUTES**

<i>Item</i>	<i>Discussion</i>	<i>Action taken?</i>
<b>Introductions</b>	President Rick Lemmo called the meeting to order at 11:00 a.m. and requested that everyone introduce himself or herself. All present introduced themselves to the Committee. Everyone received an agenda booklet.	<b>No action taken</b>
<b>Approval of February 21<sup>st</sup>, 2013 Interim Board Minutes</b>	The Board reviewed the minutes for the February 21 <sup>st</sup> Interim Board of Directors meeting.	<b>Rick entertained a motion to approve the minutes. Joe moved and Helen seconded. Motion was carried by consensus.</b>
<b>Public Comments and Announcements</b>	Rick opened the floor to public comments announcement.	<b>No action taken.</b>

	<p>Helen announced that the Glendale Chamber is hosting their annual State of the City &amp; Awards Luncheon Thursday March 28<sup>th</sup> where Rick Lemmo is being named Man of the Year. She hopes everyone will be there to support Rick.</p> <p>The record shows that Mike Navarro is absent from the meeting.</p>	
<p><b>Committee Reports: Executive Committee</b></p>	<p><b>a. Review of new Financial Report, first draft:</b> President Rick Lemmo instructed those in attendance to turn to page 8, 9 and 10 of their agenda booklet and review the new Financial Report. Discussion ensued. It was suggested to create a Comments/Notes section on the report as well as adding the following Non-Assessment District Income categories: Donations, Farmer’s Market and Special Events. Rick suggested adding a watermark with the word ‘DRAFT’ to be placed on all drafted documents.</p> <p><b>b. Budget hole and figuring it out:</b> Marco is working with Jackie to figure out the missing funds. They looked at the report (in agenda page 17-21) and found most property owners have only paid half of their assessment, which is to be expected since the second installment is due in April. There are, in fact, and after closer review very few assessments that are delinquent.</p> <p><b>c. Appointing Board Members to Committees re: the Brown Act:</b> The DGA is following all the recommendations of the City Attorney and appointing standing Board members to standing committees. This is being done in light of the fact that the California Legislature did not fund reimbursement for open meetings expenses, as is required by the state. Therefore, a public body or group adhering to the Brown Act cannot be sued for non-compliance. .</p> <p>The following list appoints Board members to the following Committees:  <i><b>Executive:</b></i> Rick, Raul, Helen, Joe  <i><b>SOBO:</b></i> Dennis, Joe,  <i><b>DISI:</b></i> Helen, Elissa, Carol, Rick  <i><b>Land Use:</b></i> Mike, Rick</p> <p><b>d. Next Executive Committee Meeting:</b> April 16<sup>th</sup> at 2pm.</p> <p><b>e. Newsletter:</b> The DGA plans to make the upcoming newsletter appear interesting and dynamic.</p>	<p><b>a. Dennis made a motion to approve the New Financial Report with adjustments. Joe seconded. The motion carried by consensus.</b></p> <p><b>c. Dennis made a motion to approve the appointed Board Members to Committees as written. Raul seconded. Motion passed by consensus.</b></p>



<p><b>Committee Reports: Sidewalk Operations/Beautification/Order Committee</b></p>	<p>Dennis announced that on February 25<sup>th</sup> the SOBO Committee met with Jackie Bartlow and members of the City staff to clear up some issues.</p> <p>Dennis also invites everyone in attendance to join him, Nick Lemmo and Nick Avakian of Block by Block on a weekly walkthrough of the District every Tuesday at 10am. It is a 45-minute walk.</p> <p><b>a. Authorization to enter into agreement with Bob Perry Landscape Architect for an amount not to exceed \$4,000 in consulting costs:</b> Dennis asked everyone to turn to page 12 of the agenda booklet where there is a list created by the City of trees that are acceptable to use. Dennis suggested that we consider hiring Bob Perry, landscape architect, to gain a better understanding of Downtown street trees, how and where they should be planted.</p> <p><b>b. Authorization to pursue supplemental services for various property owners in the district, supplemental to existing BbB contract.</b> Dennis explained how the DGA has been approached by the owners of the Exchange Corridor who is willing to consider contracting with the DGA to provide private property services, over and above the current DGA services allocated in the public rights of way. This would not decrease SOBO services, but rather supplement them to private property owners. The determination of the contract will be dependent upon costs.</p> <p><b>c. Authorization to work with City on review of weekly Farmers Market, location, its impact on the district and District operation of this market.</b> Raul made the comment that it is a great idea for the Glendale CBD to restructure the Farmer’s Market. Raul mentioned that there are several other cities that make the market a big event and it could be a possible revenue stream for the Downtown Glendale Association. Helen said this is a great idea as Glendale is in the midst of acquiring more residents. Rick mentioned there was a great spot on Wilson St. going East from Brand Blvd.</p> <p><b>d. Operations Director report on services.</b> Nick said he will send out the monthly report this week. Pressure washing is now up to speed. There have been a few staff changes that mended the following problems with pressure washing: water under the front door of businesses and window cleaning.</p> <p>Rodney said that he has been forwarding the monthly BbB report to the GPD’s Crime Work Analysis</p>	<p><b>a. Dennis made a motion to authorize the CBD to enter into contract with Bob Perry for an amount not to exceed \$4,000 in consulting costs. Raul seconded the motion. Motion carried by consensus.</b></p> <p><b>b. Dennis made a motion for permission for the SOBO Committee to enter into a consider and solicit possible contracted agreements with various businesses in and around the District to provide BbB services. Helen seconded the motion. Joe abstained from the vote. Motion carried by consensus.</b></p> <p><b>c. Dennis made a motion to review the City’s Farmer’s Market contract in order to authorize the DGA to work with the City on its location, impact on the district and possibility of giving the District operation of this market. Joe seconded the motion. Motion</b></p>
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	<p>Department to see if BbB's work has had any impact on the crime rate.</p> <p><b>e. News rack removal update.</b> There is a significant number of abandoned or vacated news racks up and down Brand Blvd. There are also several racks that do not have the correct permit registration. Racks are old in style and in bad condition. Philippe is looking at the municipal code to find a legal way of moving or removing them. It was mentioned that news racks have been discarded in most cities.</p> <p><b>f. Other.</b> Rodney Brooks announced that a particular Night Club in the CBD is open weekly on Saturdays and there have been some incidents at the location. He would urge the Ambassadors to be attentive and perhaps pay more attention to the area on those nights.</p>	<p>passed by consensus.</p>
<p><b>Committee Reports: District Identity and Streetscape Improvements</b></p>	<p><b>a. Authorization to expend up to \$6,000 at the Committee level based upon the existing DISI budget approved by the Board.</b> The 2013 Committee budget has already been approved. This motion would give DISI the freedom to spend an amount not to exceed \$6,000 at its own discretion based upon the Board approved overall budget. This is important as marketing opportunities arise between Board meetings and the DGA should not lose out on them. Discussion ensued.</p> <p><b>b. Authorization to expend \$5,000 for the Bond series.</b> For the anniversary of the James Bond film series the Alex Theater will screen a Bond Film every Tuesday night in April. This is one of the bigger Glendale Arts Events and the DISI Committee has an opportunity to be a sponsor of the event giving the DGA exposure. DGA staff and Board members will work with area restaurants to ensure that they stay open later on Tuesday evenings in April.</p> <p><b>c. Authorization to create a Public Relations Task Force to review the candidates for the Public Relations company and recommend to the Committee for a final decision at the April 17<sup>th</sup> DISI meeting.</b> Discussion ensued on the meeting date. The meeting will be scheduled for April 16<sup>th</sup> at 3 – 4:30pm at 100 N Brand Blvd 6<sup>th</sup> Floor Conference Room. The Task Force will be authorized to interview and make recommendations to the full DISI</p>	<p><b>a. Helen made a motion to authorize the DISI Committee to spend an amount not to exceed \$6,000 out of its own budget at its own discretion. Dennis seconded the motion. Motion carried by consensus.</b></p> <p><b>b. Helen made a motion to allocate \$5,000 for the Bond Sponsorship Promotion. Raul seconded the motion. Motion carried by consensus.</b></p> <p><b>c. Helen moved to authorize to create a Public Relations Task Force to review the</b></p>

	<p>Committee for selection of a PR firm for the DGA for one year.</p> <p><b>d. Authorization to expend an amount not to exceed \$45,000 for a PR firm based upon the existing DISI approved budget.</b> Once the PR Task Force has reviewed the candidates who responded to the RFP, the DISI Committee will be authorized to enter into an agreement, not to exceed \$45,000 for consulting services and related expenses, for a twelve month period. Discussion ensued.</p> <p><b>e. Authorization to work with the City on Parklettes.</b> The City is working on creating Parklettes. Philippe passed around some photographs on other Parklettes throughout California. Discussion ensued.</p> <p><b>f. Website update.</b> The Committee is moving forward with site development. Public documents such as Agendas, Minutes, Bylaws, Management District Plan, Monthly SOBO Reports, etc. will be put on the site for download. Helen mentioned they are in the midst of picking a design direction.</p> <p><b>g. Banners installation policies.</b> On page 15 and 16 on the agenda booklet are the policies for banner installation. Marco will come up with policy guidelines to send to the City in the next couple of months</p>	<p>candidates for the Public Relations company and recommend to the Committee for a final decision at the April 17<sup>th</sup> DISI meeting. Dennis seconded the motion. Motion was carried by consensus.</p> <p><b>d. Helen moved to to expend an amount not to exceed \$45,000 for a PR firm based upon the existing DISI approved budget. Dennis seconded the motion. Motion carried by consensus.</b></p> <p><b>e. Helen made a motion to authorize DISI to work with the City on Parklettes. Joe seconded the motion. Motion carried by consensus.</b></p>
<p><b>Committee Reports: Land Use/Project Review Committee</b></p>	<p><b>a. First Committee meeting, to be determined, 3 project review pending.</b> Fatima will work with Rick and Marco to find a time that works for Chairperson Mike Navarro.</p>	<p>No action taken.</p>
<p><b>Other</b></p>	<p>Glendale will have a Business Fair on July 6<sup>th</sup> 2013. Questions were asked of Jackie who was sponsoring this event and have they presented it to the Chamber.</p>	<p>No action taken.</p>



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<b>Next Meeting</b>	Next meeting for the Board of Directors will be April 30 <sup>th</sup> at 10am at 100 N Brand Blvd 6 <sup>th</sup> Floor Conference Room Glendale CA 91203.	<b>Motion to change the next Board Meeting from April 23<sup>rd</sup> to April 30<sup>th</sup> was moved by Dennis as there are 5 Tuesdays in April and many members will be out of town on the 23<sup>rd</sup>. Joe seconded the motion. Motion carried by consensus.</b>
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Minutes taken by Fatima Henriquez, and Marco Li Mandri, staff.





**Downtown Glendale Association  
Profit & Loss Budget Performance  
December 2012 through March 2013**

	Mar 13	Month Budget	Dec '12 - Mar 13	YTD Budget	\$ Over Budget	Annual Budget	Comments
<b>Income</b>							
Assessment Income	155,390.35		512,453.09	410,884.00	101,569.09	821,768.00	\$895,145 minus \$50,000 City Formation Cost and \$23,377 = \$821,768
Interest Income	47.26		159.26				
<b>Total Income</b>	<b>155,437.61</b>		<b>512,612.35</b>	<b>410,884.00</b>	<b>101,728.35</b>	<b>821,768.00</b>	
<b>Expense</b>							
<b>Administration</b>							
Accounting Fees	0.00	250.00	0.00	1,000.00	-1,000.00	3,000.00	
Insurance - Liability, D and O	2,652.00	388.50	4,652.00	4,662.00	-10.00	4,662.00	
Membership	300.00	25.00	300.00	300.00	0.00	300.00	
Office Supplies	0.00	166.37	1,996.47	665.48	1,330.99	1,996.47	
Other Costs	112.03	17.46	156.50	69.88	86.62	209.53	
Printing and Copying	167.40	83.33	663.50	333.32	330.18	1,000.00	
Staff Contract	7,500.00	7,500.00	26,250.00	30,000.00	-3,750.00	90,000.00	
Telephone, Telecommunications	50.00	50.00	50.00	200.00	-150.00	600.00	
<b>Total Administration</b>	<b>10,781.43</b>	<b>8,480.67</b>	<b>34,068.47</b>	<b>37,230.68</b>	<b>-3,162.21</b>	<b>101,768.00</b>	
<b>DISI</b>							
Public Relations	0.00	3,750.00	0.00	15,000.00	-15,000.00	45,000.00	
Rent, Parking, Utilities	1,520.00	833.33	6,105.00	3,333.32	2,771.68	10,000.00	
Special Events	5,434.91	1,250.00	5,434.91	5,000.00	434.91	15,000.00	
Web Site	0.00	416.67	0.00	1,666.68	-1,666.68	5,000.00	
DISI - Other	0.00	8,333.33	0.00	33,333.32	-33,333.32	100,000.00	
<b>Total DISI</b>	<b>6,954.91</b>	<b>14,583.33</b>	<b>11,539.91</b>	<b>58,333.32</b>	<b>-46,793.41</b>	<b>175,000.00</b>	
District Formation	0.00		30,000.00	30,000.00	0.00	30,000.00	
<b>SOBO</b>							
Landscape Architect	0.00	333.33	0.00	1,333.32	-1,333.32	4,000.00	
Maintenance Provider	29,998.58	30,000.00	29,998.58	120,000.00	-90,001.42	360,000.00	
Misc	493.34	166.67	493.34	666.68	-173.34	2,000.00	
Operations Director	10,875.00	7,250.00	25,375.00	29,000.00	-3,625.00	87,000.00	
Other Maintenance	0.00	3,000.00	0.00	12,000.00	-12,000.00	36,000.00	

**D**

**Downtown Glendale Association  
Profit & Loss Budget Performance  
December 2012 through March 2013**

	Mar 13	Month Budget	Dec '12 - Mar 13	YTD Budget	\$ Over Budget	Annual Budget	Comments
Rent	360.00	1,250.00	360.00	5,000.00	-4,640.00	15,000.00	
Supplies	0.00	666.67	0.00	2,666.68	-2,666.68	8,000.00	
Uniforms	0.00	250.00	0.00	1,000.00	-1,000.00	3,000.00	
<b>Total SOBO</b>	<b>41,726.92</b>	<b>42,916.67</b>	<b>56,226.92</b>	<b>171,666.68</b>	<b>-115,439.76</b>	<b>515,000.00</b>	
<b>Total Expense</b>	<b>59,463.26</b>	<b>65,980.67</b>	<b>131,835.30</b>	<b>297,230.68</b>	<b>-165,395.38</b>	<b>821,768.00</b>	
<b>Net Income</b>	<b>95,974.35</b>		<b>380,777.05</b>	<b>113,653.32</b>	<b>267,123.73</b>	<b>0.00</b>	

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**Downtown Glendale Association**  
**Transaction Detail by Account**  
December 2012 through March 2013

Loan	Type	Date	Num	Name	Memo	Clr	Original Amount	Paid Amount	Balance
	Check	01/14/2013	10	Dennis De Pietro	Reimbursement 5k Deposit		5,000.00	5,000.00	5,000.00
Total Loan							5,000.00	5,000.00	5,000.00

Assessment Income	Type	Date	Num	Name	Memo	Clr	Original Amount	Paid Amount	Balance
	Deposit	12/01/2012	1	Deposit	Deposit		-5,000.00	-5,000.00	-5,000.00
	Deposit	12/24/2012	2	Deposit	Wire Transfer from the City		-352,057.74	-352,057.74	-357,057.74
	Deposit	02/14/2013	15	Deposit	Deposit		-5.00	-5.00	-357,062.74
	Deposit	03/29/2013	15	City of Glendale	Deposit-Wire Transfer from the City of Glendale		-155,390.35	-155,390.35	-512,453.09
Total Assessment Income							-512,453.09	-512,453.09	-512,453.09

Interest Income	Type	Date	Num	Name	Memo	Clr	Original Amount	Paid Amount	Balance
	Deposit	12/31/2012		Interest	Interest		-14.75	-14.75	-14.75
	Deposit	01/31/2013		Interest	Interest		-52.76	-52.76	-67.51
	Deposit	02/28/2013		Interest	Interest		-44.49	-44.49	-112.00
	Deposit	03/31/2013		Interest	Interest		-47.26	-47.26	-159.26
Total Interest Income							-159.26	-159.26	-159.26

Administration	Type	Date	Num	Name	Memo	Clr	Original Amount	Paid Amount	Balance
	Check	02/04/2013	1001	Philadelphia Insurance	81282526		1,000.00	1,000.00	1,000.00
	Check	02/13/2013	1008	Philadelphia Insurance	VOID: 81282526	✓	0.00	0.00	1,000.00
	Check	02/25/2013	1009	Philadelphia Insurance	81282526		1,000.00	1,000.00	2,000.00
	Check	03/13/2013	1020	Philadelphia Insurance	81282526		375.00	375.00	2,375.00
	Check	03/15/2013	1021	Arroyo Insurance Services	AN3046748		2,277.00	2,277.00	4,652.00
							4,652.00	4,652.00	4,652.00

Administration	Type	Date	Num	Name	Memo	Clr	Original Amount	Paid Amount	Balance
	Check	03/11/2013	1003	Dennis De Pietro	Chamber Reimbursement		300.00	300.00	300.00
							300.00	300.00	300.00

Administration	Type	Date	Num	Name	Memo	Clr	Original Amount	Paid Amount	Balance
	Check	02/20/2013	1006	Nick Lemmo	Office Equipment		1,901.74	1,901.74	1,901.74

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**Downtown Glendale Association  
Transaction Detail by Account  
December 2012 through March 2013**

Type	Date	Num	Name	Memo	Cir	Original Amount	Paid Amount	Balance
Check	02/20/2013	1011	Nick Lemmo	Costco, Monoproce, BestBuy		94.73	94.73	1,996.47
Check	01/03/2013	5	Secretary of State	Secretary of State Charge		5.00	5.00	5.00
Check	01/09/2013	8	Withdrawal	ACH Withdrawal 61161 - Harland Clarke Chk Order		39.47	39.47	44.47
Check	03/05/2013	1017	Nick Lemmo	Office Supplies		35.99	35.99	80.46
Check	03/26/2013	1025	Nick Lemmo	Office Supplies		76.04	76.04	156.50
							156.50	156.50
Check	02/20/2013	1007	Nick Lemmo	Newsletter Postage		63.14	63.14	63.14
Check	02/20/2013	1012	Nick Lemmo	Binders for Board Orientation MTG		432.96	432.96	496.10
Check	03/05/2013	1014	Nick Lemmo	Business Cards		167.40	167.40	663.50
							663.50	663.50
Check	01/03/2013	7	New City America	Cashier's Check New City Public Spaces		3,750.00	3,750.00	3,750.00
Check	01/16/2013	12	New City America	Cashier's Check to New City America		3,750.00	3,750.00	7,500.00
Check	01/28/2013	14	New City America	Cashier Check to New City America		3,750.00	3,750.00	11,250.00
Check	02/15/2013	1005	New City America	DGA Admin Services Feb 1 - 14 2013		3,750.00	3,750.00	15,000.00
Check	02/28/2013	1016	New City America	Admin Services Feb 15-28th 2013		3,750.00	3,750.00	18,750.00
Check	03/19/2013	1022	New City America	Staff Contract March 1 - 15 2013		3,750.00	3,750.00	22,500.00
Check	03/29/2013	1028	New City America			3,750.00	3,750.00	26,250.00
							26,250.00	26,250.00
Check	03/26/2013	1025	Nick Lemmo	Nick's Cell Phone Bill Reimbursement		50.00	50.00	50.00
							50.00	50.00

Total Administration

DISI

34,068.47      34,068.47



**Downtown Glendale Association**  
**Transaction Detail by Account**  
December 2012 through March 2013

**F**

Type	Date	Num	Name	Memo	Cir	Original Amount	Paid Amount	Balance
Check	01/14/2013	9	100 N Brand LLC	100LLC-522-DGA / 100LLC - 508 - DGA/OP		3,260.00	3,260.00	3,260.00
Check	02/04/2013	1002	100 N Brand LLC	100LLC-522-DGA / 100LLC - 508 - DGA/OP		1,325.00	1,325.00	4,585.00
Check	03/01/2013	1018	100 N Brand LLC	100LLC-522-DGA / 100LLC - 508 - DGA/OP		1,520.00	1,520.00	6,105.00
						<u>6,105.00</u>	<u>6,105.00</u>	6,105.00
Check	03/15/2013	1024	Alex Theater	Step & Repeat from BJs Printing Emporium		434.91	434.91	434.91
Check	03/28/2013	1030	Glendale Arts	Bond Sponsorship Event		5,000.00	5,000.00	5,434.91
						<u>5,434.91</u>	<u>5,434.91</u>	5,434.91
Total DISI							11,539.91	11,539.91
<b>District Formation</b>								
Check	12/26/2012	3	New City America	Cashier's Check		30,000.00	30,000.00	30,000.00
Total District Formation						<u>30,000.00</u>	<u>30,000.00</u>	30,000.00
<b>SOBO</b>								
Check	03/27/2013	1026	Block By Block	02/01/2013 to 02/28/2013		29,998.58	29,998.58	29,998.58
Check	03/06/2013	1010	Porto's Bakery & Cafe	25 Small Meat Pie		12.50	12.50	12.50
Check	03/06/2013	1010	Porto's Bakery & Cafe	25 Small Chicken Empanada		12.50	12.50	25.00
Check	03/06/2013	1010	Porto's Bakery & Cafe	2 Platter, clear-domed		6.00	6.00	31.00
Check	03/06/2013	1010	Porto's Bakery & Cafe	1 Mini Muffin & Danish Platter 25 count		19.00	19.00	50.00
Check	03/06/2013	1010	Porto's Bakery & Cafe	2 Drink, Coffee-2-go 96oz		25.00	25.00	75.00
Check	03/06/2013	1010	Porto's Bakery & Cafe	California sales tax @ 9.00%		2.79	2.79	77.79
Check	03/18/2013	1013	Conejo Awards	DGA Name Badges		165.55	165.55	243.34
Check	03/26/2013	1025	Nick Lemmo	Glendale Chamber March 28th Luncheon		250.00	250.00	493.34
						<u>493.34</u>	<u>493.34</u>	493.34

**Downtown Glendale Association**  
**Transaction Detail by Account**  
December 2012 through March 2013

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Type	Date	Num	Name	Memo	Clr	Original Amount	Paid Amount	Balance	
Check	01/03/2013	6	New City Public Spaces	Cashier's Check New City Public Spaces		3,625.00	3,625.00	3,625.00	
Check	01/16/2013	11	New City Public Spaces	Cashier's Check to New City Public Spaces		3,625.00	3,625.00	7,250.00	
Check	01/28/2013	13	New City Public Spaces	Cashier's Check to New City Public Spaces		3,625.00	3,625.00	10,875.00	
Check	02/15/2013	1004	New City Public Spaces	SOBO Operations Director Feb 1-14 2013		3,625.00	3,625.00	14,500.00	
Check	03/04/2013	1015	New City Public Spaces	SOBO Operations Director Feb 14-28th 2013		3,625.00	3,625.00	18,125.00	
Check	03/15/2013	1023	New City Public Spaces	SOBO Operations Director		3,625.00	3,625.00	21,750.00	
Check	03/29/2013	1027	New City Public Spaces			3,625.00	3,625.00	25,375.00	
Check	03/14/2013	1019	Modern Parking Inc.	Storage Fee for Trash can & Steam cleaner from Feb 2013 t		360.00	360.00	360.00	
							<u>360.00</u>	<u>360.00</u>	
							<u>360.00</u>	<u>360.00</u>	
							<u>56,226.92</u>	<u>56,226.92</u>	
							<u>-375,777.05</u>	<u>-375,777.05</u>	
<b>Total SOBO</b>									

**Reports and Recommendation for Action:**

All Committee meetings should have minutes that clearly state who was present, which topics were discussed and any recommendations made to the Board of Directors. Staff should submit these reports as part of the Board packets.

***Downtown Glendale CBD Interim Board of Directors Association  
Committee Structure -2012***

<b><i>Proposed DGCBD Committee or Task Force</i></b>	<b><i>Functions and Duties</i></b>
<p><b><i>Executive Committee</i></b></p> <p><b>Chair: Rick Lemmo, Interim President of the Corporation</b></p>	<p>Oversees staff and district consulting contracts, corporate finances, insurance, grants, development of budget, Board agendas and meetings, correspondences, outreach, bylaws and Board policies, relations with the City Manager’s office, other BIDs, the BID Consortium, political reps and public agencies, Board elections, fundraising, etc. Consists of all of the officers of the corporation.</p>
<p><b><i>Sidewalk Operation, Beautification and Order (SOBO)</i></b></p> <p><b>Chair: Dennis De Pietro</b></p>	<p>Oversees maintenance and security service provider contracts involved in the improvement of the public rights of way, including sidewalk sweeping, steam cleaning, landscaping, private security, personnel and non-personnel expenses. Coordinates with other private security companies in the district.</p> <p>Relations with GPD and other private security providers</p>
<p><b><i>District Identity and Streetscape Improvements (DISI)</i></b></p> <p><b>Chair: Helen McDonagh</b></p>	<p>Projects would include those that markets and promotes the district or promotes positive aspects of the Downtown Glendale CBD. Those issues may include: branding of the district, public relations, newsletter, development of a new logo, special events, Website development and maintenance, banner program, streetscape issues including landscaping <i>design</i>, festival poles, 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><b><i>Land Use and Project Review Committee</i></b></p> <p><b>Chair: To be Determined</b></p>	<p>Planning, zoning, parking, parking enforcement, traffic transportation, shuttles, review of new mixed use developments, FARs, Downtown Community Plan, review of new construction and its impact, street relationship, etc.</p>



Rick Lemmo, President ▪ Raul Porto, Vice President ▪ Helen McDonagh, Treasurer ▪ Joe Stitick, Secretary  
Dennis DePietro ▪ Carol Jacobs ▪ Mike Navarro

**Downtown Glendale Association  
Community Benefit District  
Sidewalk Operations, Beatification and Order Committee Meeting  
Wednesday, March 20<sup>th</sup>, 2013, 10:00am  
www.downtownglendale.com  
100 N Brand Blvd. 2<sup>nd</sup> Floor Conference Room, Glendale CA 91203**

**Present:** Rick Lemmo/Caruso Affiliated, Dennis De Pietro/De Pietro Properties, Joe Stitick/CCIM

**Staff:** Marco Li Mandri, Fatima Henriquez, Nick Lemmo

**Guests:** Philippe Eskandar/City of Glendale, Kevin Dizon/Glendale Police Department, Ann Sundin/Legacy Partners, Talin Bieglar/Legacy Partners, Jackie Bartlow/City of Glendale, Gary Fredo/Glendale Galleria, Joe Allen/Glendale Police Department

**MINUTES**

Item	Discussion	Action taken?
<b>Introductions</b>	Chair Dennis De Pietro called the meeting to order at 10:00 a.m. and informed all in attendance that the meeting is set up correctly as per the Brown Act.	<b>No action taken</b>
<b>Approval of January 16<sup>th</sup>, 2013 SOBO Minutes</b>	The Committee reviewed the minutes for the meeting.	<b>Dennis made a motion to approve the minutes. Jackie seconded. Motion was carried by consensus.</b>
<b>Approval of February 20<sup>th</sup>, 2013, SOBO Minutes</b>	The Committee reviewed the minutes for the meeting.	<b>Talin made a motion to approve the minutes. Ann seconded the motion. The motion was carried by consensus.</b>
<b>Public Comments and Announcements</b>	Dennis requested that everyone introduce himself or herself. All present introduced themselves to the Committee. Everyone received an agenda booklet.	<b>No action taken.</b>



<p><b>Treescape Design – Hiring of Bob Perry</b></p>	<p>Chair Dennis explained that a solid landscape plan does not exist for street trees and medians. The City is arbitrarily replacing the trees once a tree is old/mature. Dennis strongly suggested that the DGA hire a consultant with expert knowledge on trees to create a plan for the Treescape in the District. Dennis solicited a proposal for Robert “Bob” Perry and proposed having a meeting to decide what trees are the best candidates for planting in this area, how to go about the initial planting and the maintenance guidelines for keeping the trees healthy. Marco emphasized the need for uniformity of trees, streetlights and overall landscape as new projects develop. Dennis called Bob Perry on the telephone and the Committee spoke with him using the speakerphone feature.</p> <p>Conference Call with Bob Perry: Dennis introduced Bob to the Committee. Bob gave some information on his experience and qualifications. He has been a landscape architect since 1972 and is currently teaching at Cal Poly Pomona and USC. He specialized in plants, planting design and landscape design. He wrote a few books specifically on California plant growing (types of soil, climate and moisture conditions in the State) and water conservation. He has had experience with streetscape projects and is an expert in street tree implementation. Dennis asked Bob to give the Committee feedback on the appropriateness of some or all of the trees listed on the City’s species palette. Bob hopes to expand and explore other options in addition to those listed. However, he emphasized that all trees have their issues that need to be understood and decision should be made accordingly.</p>	<p><b>Joe moved to allocate an amount not to exceed \$4,000 to hire Bob Perry for the District Streetscape project. Ann seconded the motion. Motion was carried by consensus.</b></p>
<p><b>Review of budget and Block By Block billing</b></p>	<p>The Committee reviewed the budget.</p>	<p><b>No action taken.</b></p>
<p><b>Review of Farmer’s Market contract and its impact on the sidewalks</b></p>	<p>The City has an agreement with an outside contractor named Christopher Nyerges to run the weekly Farmers Market on Brand. Discussion ensued regarding topics such as: best location to hold the event, parking, trash clean up</p>	<p><b>No action taken.</b></p>

	<p>and concrete staining after the event. Research will be done to find a more suitable location for the market. The City is looking into promoting and branding the event to bring in more people as well as extending or changing the hours. The Committee agrees there is a great opportunity for the District and for Glendale with the Farmer's Market. Staff wanted the authorization to move forward with investigating new locations and a different management program for the Market. The Committee discussed it and approved staff moving forward on this investigation.</p>	
<p><b>Authorization to provide supplemental service within the District</b></p>	<p>Nick explained that there may be opportunities to expand the DGA maintenance services to include private properties in the District. Nick was approached by the owners of the Exchange Corridor who are willing to pay the DGA for the maintenance services.</p>	<p><b>Ann moved for preliminary approval to ask the Board of Directors for the SOBO Committee to begin negotiations with property owner(s) to contract out the DGA's maintenance services to private property areas. Motion was seconded by Talin. Motion carried by consensus.</b></p>
<p><b>Operations Director Update and Introduction of City Representative</b></p>	<p><b>Operations Director Update:</b>          Nick provided the Committee with cleaning statistics from March 3<sup>rd</sup> to March 16<sup>th</sup> 2013 as well as the billing invoice from Block By Block for the first month (February 2013) of services.</p> <p><b>Newspaper Racks:</b>          Philippe Eskandar introduced himself as the Program Specialist for the City of Glendale. Discussion began on the newspaper racks in the District. The City is doing an assessment on Brand and is considering consolidating the racks into one or a few locations. The Municipal Code requires that the racks be in certain areas. Philippe is also trying to coordinate with the Distributors to redesign the racks in order to have an appealing appearance. Philippe made it clear that in his opinion Glendale has the best set up of newspaper racks in the vicinity and even has a code enforcement team that writes violations for racks once every quarter. His team is trying to get art funding to re-brand and decorate the racks in order to produce a significant revenue.</p>	<p><b>No action taken.</b></p>

	<p>Discussion ensued on newspaper rack concerns such as: cancellation of City contract with Distributors, keeping the racks fully stocked with appropriate material, First Amendment concerns, pedestrian right of way obstruction, vandalism, registration cost, and code violation.</p> <p>Dennis requested that the Committee have a copy of the contract and the revenue chart showing the profits &amp; losses of the newspaper racks for the City.</p> <p>Philippe provided the number for the Newspaper Racks Code Enforcement Staff: 818-548-3700. Please allow 3-4 weeks to respond.</p> <p><b>Glendale Police Department Update:</b> The GPD once again commended the Ambassadors on a job well done. They are working with the City Attorney on the situation of homeless people in the District. Camping during the day is considered 'okay', however from Sunset to Sunrise camping is not allowed.</p> <p><b>Streetlights at night:</b> Jackie spoke to the Director of Water and Power in regards to evaluating the black pedestrian lights on the street and he will look into getting them painted. Dennis and Joe suggested re-bulbing them with LEDs.</p>	
<p><b>Next Meeting</b></p>	<p>Next meeting for the SOBO Committee will be April 17<sup>th</sup> at 10am at 100 N Brand Blvd 2<sup>nd</sup> Floor Conference Room Glendale CA 91203.</p>	<p><b>No action taken.</b></p>

Minutes taken by Fatima Henriquez, and Marco Li Mandri, staff.



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Rick Lemmo, President ▪ Raul Porto, Vice President ▪ Helen McDonagh, Treasurer ▪ Joe Stitick,  
Secretary  
Dennis DePietro ▪ Carol Jacobs ▪ Mike Navarro

[www.downtownglendale.com](http://www.downtownglendale.com)

April 28<sup>th</sup>, 2013

To: DGA Board of Directors

SUBJECT: Preliminary Ideas for the New Downtown Glendale Urban Market

Below please find the *rudimentary outlines* of the proposed "Urban Market" for Wilson Street in Downtown Glendale. All of these ideas will be reviewed by the SOBO Farmers Market Task Force. The recommendations will then be made to the Committee and forwarded to the full Board in May.

**Name:** Downtown Glendale Urban Market

**Commencement:** Thursday, July 11<sup>th</sup>;

**Hours:** 2:00 p. m – 7:00 p. m during the summer, Fall and Winter to change hours to coincide with shorter days

**Operations by:** NCA, NCPS, Fatima will have extra hours funded by Net Profits from the Market

**Seed Funding:** To be determined

**Consultants needed:** Recommended yes, original outlay

**Mix:** Organic foods, personally made arts and crafts, unique gifts, (ready to eat food should be determined on a case by case basis so the market doesn't compete with our local businesses)

**Concept:** Non-competitive with current businesses, DGA members get first crack at booths if they fit within the profile of produces. If DGA businesses declines, possible entry of vendor which might fill void in market, (i.e. coffee, smoothies, gluten free products, organic cosmetics, etc.)

100 N. Brand Boulevard, 5<sup>th</sup> Floor  
Glendale, CA 92013



- Number of booths:** Initially 40, expansion possibility south of Wilson on Maryland and next Block eastward on Wilson;
- Net Revenues Anticipated:** Undetermined at this point, goal is net proceeds of \$5,000 per month by the end of the year;
- Anticipated fixed costs:** Staffing to coordinate and oversee event/relations and processing with vendors, Traffic control, hand wash sink, porta potty, enhanced cleanup, possible security, signage, advertising, social media, discount coupons
- Relationship with City:** Contract with City, interface with Public Works, Parking and Traffic/PD
- Relations with surrounding businesses:** Seek mitigation of parking and public access to restaurants and retailers
- Committee oversight:** SOBO
- Parking:** Signage to direct customers to 90 minute free parking
- Farmers Markets reviewed:** To be determined



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Rick Lemmo, President ▪ Raul Porto, Vice President ▪ Helen McDonagh, Treasurer ▪ Joe Stitick, Secretary  
 Dennis DePietro ▪ Carol Jacobs ▪ Mike Navarro

**Downtown Glendale Association**  
**Community Benefit District**  
**District Identity & Streetscape Improvement Committee Meeting**  
**Wednesday, March 20, 2013, 3:00pm**  
**www.downtownglendale.com**  
**100 N Brand Blvd 6<sup>th</sup> Fl. Conference Rm**  
**Glendale, CA 91203**

**Present:** Rick Lemmo/Caruso Affiliated, Helen McDonagh/Massage Envy

**Staff:** Marco Li Mandri, Fatima Henriquez, Nick Lemmo

**Guests:** Ann Sundin/Legacy Partners, Talin Bieglar/Legacy Partners, Shoshana Puccia/Glendale Galleria, Thomas Soler/City of Glendale, Philippe Eskandar/City of Glendale, Alison Maxwell/City of Glendale

**MINUTES**

<i>Item</i>	<i>Discussion</i>	<i>Action taken?</i>
<b>Introductions</b>	Chair Helen McDonagh called the meeting to order at 3:00 p.m. and requested that everyone introduce himself or herself. All present introduced themselves to the Committee. Everyone received an agenda booklet.	<b>No action taken</b>
<b>Approval of February 20<sup>th</sup>, 2013 DISI Minutes</b>	The Committee reviewed the minutes for the meeting.	<b>Motion to approve the minutes was carried by consensus.</b>
<b>Public Comments and Announcements</b>	Philippe Eskandar announced that the City of Glendale is working to on a project to create Parklettes (miniature parks) for pedestrian use. These would be Grant funded and developed on Brand Blvd at a	<b>No action taken.</b>

	<p>size of 2-4 parking spaces. Rick Lemmo commended the City on such a project and suggested that measures should be taken place to ensure the cleanliness and pedestrian-friendliness of these Parklettes. For example, have a maintenance crew clean it at scheduled times and manage the area in a way to deter protestors and homeless from occupying the area and restaurants from serving food on the premises. The Downtown Glendale Association officially applauded the City of Glendale for taking on this project. Alison Maxwell announced that she will bring it to the Board of Directors to get more feedback on the project.</p> <p>Shoshana Puccia of the Glendale Galleria announced that she is happy to be part of the DISI Committee of the DGA and that she is excited to reveal that Bloomingdale's is set to open November 1<sup>st</sup> 2013 (tentative date).</p> <p>Helen and Rick announced that there will be a prayer breakfast for the Mayor at 6am tomorrow at the Civic Auditorium.</p> <p>Helen announced that there will be a State of the City &amp; Awards luncheon hosted by the Chamber of Commerce on March 28<sup>th</sup> at 11:30am and Rick Lemmo will be getting an award. She urges all to join.</p>	
<p><b>Response to Public Relations RFPs</b></p>	<p>DISI received 2 proposal from 2 separate Public Relations firms. Discussion on defining the needs of the DGA ensued. Interviews will take place on April 16<sup>th</sup> 2013 beginning at 3pm at 100 N Brand Blvd. 6<sup>th</sup> Floor Conference Room.</p>	<p><b>Motion to assemble a Task Force to conduct interviews with both candidates &amp; ask the Board of Directors to allocate an amount not to exceed \$45,000 for Public Relations activities passed unanimously.</b></p>

<p><b>Update on Web site name, management, etc.</b></p>	<p>Helen, Shant Sahakian (Web Designer/Sedna Solutions), Chris Gomez (Graphic &amp; Web Designer/New City America), Nick and Fatima will have a meeting March 26<sup>th</sup> at 9:30am to discuss design and execution plans for www.downtownglendale.com.</p>	<p><b>No action taken.</b></p>
<p><b>Events Update</b></p>	<p>Cruise Night Update: The City is working on revamping the event to not disturb businesses in the District. Rick Lemmo spoke with Dan Bell of the City of Glendale who asked the DGA to become a sponsor and is asking \$10,000-\$15,000. Discussion ensued. Rick's biggest critique of the event is that it disturbs traffic flow. It was suggested that the DGA, Alison Maxwell, Dan Bell and Jess Duran have a sponsorship meeting.</p> <p>Unity Fest Update: The event has a captive audience, brands Glendale and is quite large. Discussion ensued in regards to whether it was necessary to close the street and if another location would be better.</p>	<p><b>No action taken.</b></p>
<p><b>Status of Master Calendar on website</b></p>	<p>Agenda item was removed from discussion.</p>	<p><b>Rick made a motion to remove item '#8: Status of Master Calendar on Website' as the website team has yet to meet. Motion carried by consensus.</b></p>
<p><b>Other</b></p>	<p>Helen explained that Glendale Arts is doing a Bond Film Series every Tuesday night in April of 2013. There is an excellent opportunity for the DGA to participate as a sponsor. The DGA sponsorship should have a great influence on retail stores and restaurants to stay open late the days of the event. The Downtown Glendale Association will get marquee advertisement</p>	<p><b>Motion to grant Helen permission to ask the Board of Directors to allocate \$5,000 of the DISI budget towards the Sponsorship for Glendale Arts' Bond Film Series Event was carried by consensus.</b></p>



	<p>and all of the Press photographs done will be in front of the DGA's step and repeat banner.</p> <p>Talin and Ann from Legacy Partners said that all the restaurants in their building (101 N Brand Blvd) stay open late and they offered Glendale Arts discounted parking for the event.</p> <p>Discussion on the City's street light pole banner policy ensued. Shoshana said that the banner must have a historical value and the banner message must be validated as to that value. Marco made it clear that it is vital for the DGA to be in control of the banners. Alison informed the Committee that she worked on the District formations of West Hollywood and Beverly Hills and in her experience it does take some time to gain control. The Committee will research the policy, review that is allowed and see how the DGA can begin monitoring the banners.</p>	<p><b>It was suggested that the DISI Committee ask the Interim Board of Directors to create a methodology to approve a certain amount of money that grants the DISI Committee the freedom to make executive decisions for time sensitive opportunities. Shoshana made a motion to bring this suggestion to the Board. Rick seconded the motion. Motion was carried by consensus.</b></p>
<b>Next Meeting</b>	<p>Next meeting for the DISI Committee will be April 17<sup>th</sup> at 3pm at 100 N Brand Blvd 6th Floor Conference Room Glendale CA 91203.</p>	<p><b>No action taken.</b></p>

**Minutes taken by Fatima Henriquez, and Marco Li Mandri, staff.**