

**DOWNTOWN BURBANK P-BID BOARD MEETING  
MINUTES FOR MEETING OF August 15, 2019**

9:00 A.M. - 10:00 A.M.

150 N, Third Street Burbank, CA 91502

Members Present: Michael Cusumano, Cusumano Real Estate Group, **Chair**  
James O'Neil, Crown Realty & Development, **Vice Chair**  
Ted Slaughter, The Village Walk **Secretary**  
Michael de Leon, Burbank Town Center Manager  
Frank Gangi, Gangi Development  
Patrick Prescott, Community Development Director  
Dominick Scarola, North End Pizzeria  
Brett Warner, Lee and Associates  
Judie Wilke, Acting Assistant City Manager

Members Absent: Michael Wilford, **Treasurer**  
Barbara Holliday, Flappers Comedy Club

Department Key Staff: Mary Hamzoian, Community Development Dept.  
Marissa Minor, Community Development Dept.  
Erika DeLeon, Community Development Dept.  
Simone McFarland, Community Development Dept.

The Board meeting was called to order at 9:05 a.m., Thursday August 15, 2019.

**A. Roll Call**

**B. Announcements**

- New Banner Installation is completed. At the end of September, another 100 banners will be installed once other event banners have been removed.
- Planting of Zone 3 medians is scheduled for the week of the 19th; the replanting should take no more than a week to complete.
- Hummus Republic held a Ribbon Cutting on Friday August 9th
- Staff introduced new Economic Development staff member Erika DeLeon.

**C. Public Comment**

Madeline Mongelli Manager of Gordon Biersch, Downtown property owner Parham Yedission, and Sam Kachikian Property administrator for 303 N Glenoaks introduced themselves to the Board.

**D. Response to Public Comment**

There was no response to Public Comment.

**E. Approval of Minutes**

**ACTION ITEM**

The minutes for the meeting of July 11, 2019, were presented for approval. Staff noted that a change should be made to indicate that Judie Wilkie had abstained from

approving the minutes at the July 11th Meeting. With that change, Frank Gangi made a motion to approve the minutes, seconded by Michael Cusumano; motion carried 9-0.

**F. Treasurer's Report**

**ACTION ITEM**

The treasurer's report through July 31, 2019, was tabled to a later date when treasurer Michael Wilford would be in attendance to present.

**G. Car Classic Wrap-Up**

The Downtown Burbank Classic, held on Saturday August 3rd was a great success with a record 225 cars and 25,000 visitors in attendance, the highest numbers to date. Staff worked with the Burbank Town Center to promote special activities and entertainment from the Burbank Music Academy. In addition to entertainment on the terrace, the event featured three DJ's, a live percussionist and entertainment for kids including games, face painting, and balloons.

VIP Event attendees this year included the Television Motion Picture Car Club (TMPCC), The Burbank Historical Society and Vehicle Effects. The Awards ceremony featured seven awards and was emceed with the help of the TMPCC. Staff brought in \$12,000 in sponsorship funding and \$8,000 in event registration and merchandise sales for total income of \$20,000.

Moving forward, due to the amount of staff time and work required to produce an event of this size and caliber, staff will be seeking to co-produce the Car Classic with another organization for a \$20,000 - \$30,000 event production fee, which will allow staff to focus on other Downtown Burbank issues, and hopefully create a cost savings. Staff will bring updates on the restructuring of the Downtown Burbank Car Classic once proposals are received.

**H. 5-Year Budget Forecast**

Staff provided the Board with a revised five-year budget forecast for review. Per the Board's request, the five-year forecast was updated to separate District Maintenance into 1) Maintenance and 2) Capital Improvements. Staff will use this working five-year budget for projects and programming through 2024. As a reminder, this is a fluid budget and can be modified to fit additional opportunities as they arise.

**I. Board Responsibilities and Brown Act Refresher**

Staff presented a Board Member Responsibilities sheet noting member's fiduciary duties to act in good faith while ensuring oversight and accountability for the PBID. Going forward this informational sheet will be provided to all new Board members to clarify roles and responsibilities. In an effort to give the most thorough Brown Act Training to as many Board members as possible, the Brown Act Refresher training was postponed to an alternate time where the Burbank City Attorney's Office can make a presentation.

**J. Marketing Update**

Staff provided the Board with a report for Downtown Burbank social media channels and the new DTNBUR.com microsite splash page. On August 1st the new branded microsite for DTNBUR.com was released. Site reporting shows that the main referral sites for the website included SocalCarCulture.com, NBC4, and Yahoo which can be attributed to the recent marketing for the Car Classic event. The Car Classic's paid Facebook Campaign for \$500 reached just over 87,000 impressions. The advertising also generated 1,504 RSVP's for the event.

On June 1st, Anyone Collective took over all social media channels, as a result, Facebook, was up 89.5% in engagement and 41% in page impressions. The Downtown Twitter following is also growing incrementally with link clicks increasing 50% from June to July. The best performing social channel is currently Instagram, where there was a 2% increase in followers and a 20% increase in engagement. Staff will bring back another report in October to get an idea of growth over a 4-month period. The Board requested that Anyone Collective make a presentation at the next meeting with an update on the website design and other collateral items.

**K. On-going Operational Issues**

**ACTION ITEM**

Staff asked the Board to consider transferring \$60,000 in funding from the PBID holding account to cover ambassador fees of \$15,000, marketing expenses of \$25,000, and remaining Car Show event expenses of \$20,000. Michael Wilford made a motion for approval, seconded by Brett Warner; motion carried 9-0.

**L. Future Agenda Items:**

- a) Marketing Update from Anyone Collective
- b) 777 Front Street Presentation
- c) Palm Paseo Area Management
- d) Complete Streets/I-5 Update
- e) Brown Act Training

**M. Next Scheduled Meeting: September 5th, 2019**