

**Downtown Burbank Partnership
Meeting Agenda
May 17, 2017 9:00 AM**

City of Burbank, Community Services Building
150 North Third Street, Room 101 Burbank, CA 91502

A. ROLL CALL

B. ANNOUNCEMENTS

C. PUBLIC COMMENT

At this time, anyone may address the Board for up to five minutes on any matter related to the PBID.

D. RESPONSE TO PUBLIC COMMENT

At this time, any Board Member can respond to comments made by the public.

E. APPROVAL OF MINUTES ACTION ITEM

Minutes for the April 6, 2017 and May 10, 2017 meetings will be presented for approval.

F. TREASURER'S REPORT ACTION ITEM

The Treasurer's report as of April 30, 2017 will be presented for approval.

G. Downtown Burbank Board Applications ACTION ITEM

The Board has received two applications for the current vacant Board seat and will vote on the installation of one new member. (Provided at the Meeting)

H. First Street Village ACTION ITEM

The Board will discuss a letter in support of the project.

I. Downtown Burbank Mural and Art Program ACTION ITEM

Staff from A.S.D Interiors will present design concepts for the Downtown Burbank Art and Mural Program to the Board. (Provided at the Meeting)

J. Downtown Burbank Car Classic Event Production ACTION ITEM

Staff will present two proposals for production of the 2017 Downtown Burbank Car Classic for review and approval. (Provided at the Meeting)

K. Downtown Burbank Renewal Steering Committee ACTION ITEM

The Board will consider nominations to create an ad-hoc sub-committee to facilitate Downtown Burbank's upcoming renewal beginning in late 2017.

L. Downtown Burbank Tree Maintenance Proposal ACTION ITEM

Staff will present a proposal from Mobile Illuminations to loosen the current lighting brackets in the trees along San Fernando between Magnolia and Angeleno.

M. Marketing Strategy Presentation

Staff will present a preliminary Downtown Marketing strategy to the Board for review and discussion.

N. On-going Operational Issues

ACTION ITEM

Staff will ask the Board to consider transferring \$20,000 in funding from the PBID holding account to cover monthly maintenance fees in the amount of \$10,750 and marketing consultant fees in the amount of \$3,390. For a list of additional operational expenses please see attached financial statements.

O. Future Agenda Items

Board Members and staff may introduce new items for discussion, but no action may take place at this time, except to place the item on a future agenda.

P. ADJOURNMENT: Next tentative meeting: June 1, 2017

<u>Downtown Burbank Partnership, Inc. Board Members</u>	<u>Community Development Department Key Staff</u>
Michael Cusumano, Cusumano Real Estate Group, Chair James O’Neil, Crown Realty & Development Inc, Vice Chair Michael Wilford, HW LLP, Treasurer Ted Slaught, The Village Walk, Secretary Justin Hess, Assistant City Manager Frank Gangi, Gangi Development Barbara Holliday, Flappers Comedy Club Patrick Prescott, Community Development Director Dominick Scarola, North End Pizzeria Brett Warner, Lee and Associates Vacant, Board Seat	Simone McFarland, Asst. Community Development Director Mary Hamzoian, Economic Development Manager Marissa Minor, Economic Development Analyst Robin Faulk, Downtown Marketing Consultant

The PBID Board is comprised of eleven members originally appointed by the City Council. Regular meetings are held monthly the first Thursday of the month unless that is a City holiday. In that case, the Board will meet the second or third Thursday. The PBID Board’s primary function is to conduct business for the revitalization, improvement and activities for Downtown Burbank.

The agenda packet consisting of all documentation relating to agenda items are on file in the Economic Development Division of the Community Development Department located at 150 N. Third Street during normal business hours and will be posted on the Downtown Burbank Website: www.DTNBUR.com

This Downtown Burbank Partnership meeting facility is disabled accessible. In compliance with the Americans with Disabilities Act, if any special assistance is needed to participate in this meeting, please contact the ADA Coordinator at (818) 238-5021 voice or (818) 238-5035 TDD. Notification 48 hours in advance of this meeting will enable the City to make reasonable arrangements for special assistance.

DOWNTOWN BURBANK P-BID BOARD MEETING
MINUTES FOR MEETING OF April 6 2017
9:00 A.M. - 10:00 A.M.
COMMUNITY SERVICES BUILDING
150 N. Third Street, First Floor, Room 104

Members Present: Michael Cusumano, Cusumano Real Estate Group, **Chair**
James O'Neill, Crown Realty & Development, **Vice Chair**
Ted Slaughter, The Village Walk **Secretary**
Frank Gangi, Gangi Development
Justin Hess, Assistant City Manager
Barbara Holliday, Flappers Comedy Club
Patrick Prescott, Community Development Director
Dominick Scarola, North End Pizzeria

Members Absent: Michael Wilford, **Treasurer**
Brett Warner, Lee and Associates

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

Consultant: Robin Faulk, Robin Faulk Marketing

The Board meeting was called to order at 9:03 a.m., Thursday, April 6, 2017

A. Roll Call resident

B. Announcements

- The following announcements were made by staff:
- The MUD Paseo won a CALED Award of Merit for the public/private partnership that was used for the design, construction, and funding of the MUD Paseo.
 - The 2016 Downtown Burbank Annual Report will be brought to City Council for review on April 25, 2017.
 - Chronic Tacos opened for business on April 1, 2017.
 - The mall is currently undergoing renovations to all levels; the food court is closed and is scheduled to re-open in June 2017.
 - The Downtown Burbank Arts Festival is scheduled for April 29-30, 2017 and will feature 80 exhibitors from the Creative Talent Network.

C. Public Comment

There were no members of the public present at this time.

D. Approval of Minutes

The minutes for the meeting of March 2, 2017 were presented for approval. Ted Slaughter made a motion to approve the minutes as presented, seconded by Frank Gangi; motion carried 8-0.

E. Treasurer's Report

ACTION ITEM

The report was moved to the next meeting so that Treasurer Michael Wilford would be present to report.

F. Downtown Burbank Renewal and Expansion

ACTION ITEM

Staff from Civitas Advisors presented a proposal to the Board for the PBID's renewal and research into possible areas of expansion. Civitas recommended beginning the renewal process in May of 2017 with a target completion date of March 2018. The renewed district would potentially begin in January of 2019. The Board discussed the proposal and Dominick Scarola made a motion for approval, seconded by Jim O'Neil; the motion carried 8-0. The Board then discussed the creation of a renewal sub-committee. It was decided that the Board would nominate an ad-hoc subcommittee to work with Civitas on creation of the 2019 Management District Plan and property owner outreach at the next Board meeting.

G. Downtown Burbank Retail Recruitment Update

Staff from the analytics firm Buxton Co. updated the Board on the current retail recruitment efforts for Downtown Burbank. Buxton Co. shared information on the site selecting process for Downtown's desired retailers as well as trade area information and ideas for long term retail recruitment success. At the current time, with support from Buxton Co., staff has received a 25% response rate from the desired retail listing. A leakage report for Downtown Burbank was also presented.

H. Downtown Burbank Mural and Art Program

ACTION ITEM

Staff presented a proposal from ASD Interiors for review. ASD Interiors is proposing three phases of work to implement an Art and Mural Program in the Downtown. This Program would be in addition to the currently approved maintenance upgrades taking place in the paseos. After discussion, Frank Gangi made a motion for approval of Phase I of ASD Interior's Proposal, seconded by Ted Slaughter; motion carried 7-0. Phase I of the program will include creation of design ideas and concepts, a presentation of sketches and sample materials, and final specification for approved designs.

I. Downtown Burbank Tree Maintenance Proposal Due to lack of time, the proposal for tree maintenance was moved to the May meeting agenda.

J. Marketing Strategy Presentation Due to lack of time, the Downtown Burbank marketing strategy presentation was moved to the May meeting agenda.

K. Ongoing Operational Issues

Staff asked the Board to consider transferring \$30,000 in funding from the PBID holding account to cover monthly maintenance fees in the amount of \$10,750 and marketing consultant fees in the amount of \$3,390. Ted Slaughter made a motion for approval, seconded by Jim O'Neil; motion carried 7-0.

L. New Items

Staff noted that applications to fill the currently vacant Board seat would be brought to the Board for a vote at the May 2017 meeting.

M. Next Scheduled Meeting: May 4, 2017

DRAFT

**DOWNTOWN BURBANK P-BID BOARD MEETING
MINUTES FOR MEETING OF May 10, 2017**

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

COMMUNITY SERVICES BUILDING
150 N. Third Street, First Floor, Room 104

Members Present: Michael Cusumano, Cusumano Real Estate Group, **Chair**
James O'Neill, Crown Realty & Development, **Vice Chair**
Michael Wilford, **Treasurer**
Frank Gangi, Gangi Development

Members Absent: Ted Slaughter, The Village Walk **Secretary**
Justin Hess, Assistant City Manager
Barbara Holliday, Flappers Comedy Club
Patrick Prescott, Community Development Director
Dominick Scarola, North End Pizzeria
Brett Warner, Lee and Associates

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

The Board meeting was called to order at 9:10 a.m., Thursday, May 10, 2017

A. Roll Call: There was no quorum, however some items were reviewed with the Board members that were present. No action was taken at this meeting.

B. Announcements

The following announcements were made by staff:

- The 2016 Downtown Burbank Annual Report was brought to City Council for review on April 25, 2017.
- Yard House will open for business on May 22, 2017.
- Thanks to partnership with the City's Economic Development Department, a false cover featuring the 2016 Downtown Burbank Annual Report was featured on the May issue of the San Fernando and Los Angeles Business Journals.
- Festival lighting installation is currently underway in the MUD Paseo and is scheduled to be completed by Friday, May 12th.

The following items were reviewed for discussion purposes only:

H. First Street Village Update

- John Cambianica from the First Street Village Project made a brief presentation to the Board on minor changes to their development plans. The total project would result in 261 apartments and 21,265 SF of retails on the ground floors. There will also be 673 parking spaces included in the project. The First Street Village project will be going to City Council for review on May 23, 2017. The

discussion to approve a letter of support from the Partnership was postponed to a future agenda due to a lack of quorum; no action was taken.

G. Downtown Burbank Board Applications

Mary Cutrone, CEO of the Burbank Community YMCA and Amy Brown, General Manager for the Burbank Town Center, introduced themselves to the Board as applicants for the currently vacant Partnership Board position. This item was postponed to a future agenda due to a lack of quorum; no action was taken.

O. Future Agenda Items

At this time, the Board members present felt that it would not be productive for the Board to continue the meeting, review any additional items, or take action until a quorum was present.

P. Next Scheduled Meeting: A meeting to review and vote on the May 10th agenda items will be rescheduled to the week of May 15, 2017.

DRAFT

11:00 AM
04/21/17
Cash Basis

Downtown Burbank Partnership, Inc.
Balance Sheet
As of April 28, 2017

	Apr 28, 17
ASSETS	
Current Assets	
Checking/Savings	
Checking account	107,915.51
City Treasurer	340,075.24
Money market	20,044.22
Total Checking/Savings	468,034.97
Total Current Assets	468,034.97
TOTAL ASSETS	468,034.97
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LIABILITIES & EQUITY	
Equity	
Unrestrict (retained earnings)	656,110.59
Net Income	-188,075.62
Total Equity	468,034.97
TOTAL LIABILITIES & EQUITY	468,034.97
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11:01 AM
04/21/17
Cash Basis

Downtown Burbank Partnership, Inc.
Profit & Loss
January 1 through April 28, 2017

	Jan 1 - Apr 28, 17
Ordinary Income/Expense	
Income	
Sponsorship	16,798.90
Interest	1,311.06
Assessments - Other properties	82,640.71
Total Income	100,750.67
Gross Profit	100,750.67
Expense	
Promotional Sponsorship	20,000.00
Capital Improvements	
Landscaping	23,900.00
Total Capital Improvements	23,900.00
Administrative & Other	
Memberships	436.87
Salaries & benefits	15,400.00
Total Administrative & Other	15,836.87
Events	
Burbank Beer Festival	8,608.00
Downtown Burbank Car Classic	5,932.23
Downtown Fine Arts Fest	4,597.50
Total Events	19,137.73
Holiday Promotions	
Ice Rink	18,239.01
Holiday Creative & Design	475.00
Holiday set-up & take-down	87,625.00
Total Holiday Promotions	106,339.01
Marketing and Promotions	
District Advertising	5,750.00
Marketing Consultant Services	20,304.00
Marketing and Promotions - Other	536.19
Total Marketing and Promotions	26,590.19
Materials & Supplies	
Reimbursements	57.12
Stationary	413.20
Newsletter	45.00
Website maintenance	64.68
Materials & Supplies - Other	52.13
Total Materials & Supplies	632.13
Security & Maintenance	
Maintenance	76,390.36
Total Security & Maintenance	76,390.36
Total Expense	288,826.29
Net Ordinary Income	-188,075.62
Net Income	<u>-188,075.62</u>

04/21/17

Profit & Loss Detail

Cash Basis

January 1 through April 28, 2017

Date	Name	Memo	Original Amount	Balance
Ordinary Income/Expense				
Income				
Sponsorship				
01/05/2017	California Beer Festival	2016 Burbank Beer Festival Income	4,298.90	4,298.90
03/01/2017	KIND Snacks	KIND Snacks Ice Rink Sponsorship	12,000.00	16,298.90
04/21/2017	Sponsor - Arts Fest	2017 Arts Fest Booth Sponsor - NY Life	500.00	16,798.90
Total Sponsorship				16,798.90
Interest				
01/31/2017		Interest	7.63	7.63
01/31/2017	Interest Income	January 2017 Interest Income	611.14	618.77
02/28/2017		Interest	7.64	626.41
02/28/2017	Interest Income	February 2017 Interest Income	677.75	1,304.16
03/31/2017		Interest	6.90	1,311.06
Total Interest				1,311.06
Assessments - Other properties				
01/31/2017	All Other Assessments	January 2017 Assessment Income	56,616.19	56,616.19
02/28/2017	All Other Assessments	February 2017 Assessment Income	26,024.52	82,640.71
Total Assessments - Other properties				82,640.71
Total Income				100,750.67
Gross Profit				100,750.67
Expense				
Promotional Sponsorship				
04/21/2017	Flappers Comedy, LLC	Comedy Festival Sponsorship 2017	20,000.00	20,000.00
Total Promotional Sponsorship				20,000.00
Capital Improvements				
Landscaping				
02/27/2017		Landscape Maintenance Fees December and January	23,900.00	23,900.00
Total Landscaping				23,900.00
Total Capital Improvements				23,900.00
Administrative & Other				
Memberships				
02/01/2017		ICSC Membership Renewal - M. Hamzoian	100.00	100.00
02/23/2017		2017 ICSC Flight - M. Hamzoian	156.87	256.87
02/27/2017		State of the City Luncheon	180.00	436.87
03/01/2017	International Council of Shopping Centers	Membership Renewal - Mary Hamzoian #1282179	0.00	436.87
03/01/2017	International Council of Shopping Centers	For CHK 3668 voided on 03/15/2017	100.00	536.87
03/15/2017	International Council of Shopping Centers	Reverse of GJE 507 -- For CHK 3668 voided on 03/15/2017	-100.00	436.87
Total Memberships				436.87
Salaries & benefits				
01/31/2017		January 2017 Salaries and Benefits	7,700.00	7,700.00
02/28/2017		February Salaries and Benefits	7,700.00	15,400.00
Total Salaries & benefits				15,400.00
Total Administrative & Other				15,836.87
Events				
Burbank Beer Festival				
03/01/2017	CBS RADIO	2016 Burbank Beer Festival Promotions	5,000.00	5,000.00
03/01/2017	Clear Channel Outdoor	Bus Shelter Ad's - 2016 Beer Festival	763.00	5,763.00
03/01/2017	iHeart Media	2016 Burbank Beer Festival Invoice: 1103547573	445.00	6,208.00
03/01/2017	iHeart Media	2016 Burbank Beer Festival Invoice: 1103547592	2,400.00	8,608.00
Total Burbank Beer Festival				8,608.00
Downtown Burbank Car Classic				
01/31/2017		2017 Downtown Burbank Car Classic Banner	125.00	125.00
01/31/2017		Police Services - 2016 Car Classic	5,807.23	5,932.23
Total Downtown Burbank Car Classic				5,932.23
Downtown Fine Arts Fest				
01/31/2017		2017 Downtown Burbank Arts Fest Banner	125.00	125.00
01/31/2017		Police Services - 2016 Arts Festival	2,055.30	2,180.30
04/05/2017	RuffHaus	2017 Downtown Burbank Arts Fest	1,800.00	3,980.30
04/05/2017	MetroMedia Technologies Inc.	2017 Burbank Arts Festival OFM Shelters	332.20	4,312.50
04/21/2017	My Burbank, Inc.	Arts Fest ad on myBurbank.com #17031	285.00	4,597.50

11:03 AM

Downtown Burbank Partnership, Inc.

04/21/17

Profit & Loss Detail

Cash Basis

January 1 through April 28, 2017

Date	Name	Memo	Original Amount	Balance
	Total Downtown Fine Arts Fest			4,597.50
	Total Events			19,137.73
	Holiday Promotions			
	Ice Rink			
01/04/2017	Seaside Ice, LLC	2016 Ice Rink Pmt. 3/3	5,000.00	5,000.00
01/04/2017	My Burbank, Inc.	Ice Rink ad on myBurbank.com #16103	360.00	5,360.00
01/04/2017	AAA Flag & Banner	Invoice #208492 - DTNBUR Ice Rink Banners	1,051.58	6,411.58
01/04/2017	LA Weekly	2016 Ice Rink Invoice #DI0105578	1,000.00	7,411.58
01/04/2017	iHeart Media	2016 Ice Rink Advertising Invoice: 1029079684	693.00	8,104.58
02/27/2017		Ice Rink Power Expenses 2016	9,479.04	17,583.62
03/06/2017	AAA Flag & Banner	Reverse of GJE 506 -- For CHK 3650 voided on 03/06/2017	-1,239.61	16,344.01
04/05/2017	Seaside Ice, LLC	2016 Ice Rink Sponsor Activation	1,895.00	18,239.01
	Total Ice Rink			18,239.01
	Holiday Creative & Design			
03/01/2017	RuffHaus	2016 Ice Rink Advertising	475.00	475.00
	Total Holiday Creative & Design			475.00
	Holiday set-up & take-down			
01/04/2017	Mobile Illumination, Inc.	4 GOBO Projection Units	2,625.00	2,625.00
03/01/2017	Mobile Illumination, Inc.	2016 Holiday Decor Balance	85,000.00	87,625.00
	Total Holiday set-up & take-down			87,625.00
	Total Holiday Promotions			106,339.01
	Marketing and Promotions			
	District Advertising			
01/04/2017	Southern California Media Group	Where Magazine Advertisement December 2016 #42520	1,925.00	1,925.00
03/01/2017	Burbank Chamber of Commerce	Inv #10025 - Full Page ad for 2017 Guide to Burbank	1,900.00	3,825.00
04/21/2017	Southern California Media Group	Where Magazine Advertisement April 2017 #43985	1,925.00	5,750.00
	Total District Advertising			5,750.00
	Marketing Consultant Services			
03/01/2017	Robin Faulk	July 2016 Marketing Consultant Services	3,384.00	3,384.00
03/01/2017	Robin Faulk	August 2016 Marketing Consultant Services	3,384.00	6,768.00
03/01/2017	Robin Faulk	September 2016 Marketing Consultant Services	3,384.00	10,152.00
03/01/2017	Robin Faulk	October 2016 Marketing Consultant Services	3,384.00	13,536.00
03/01/2017	Robin Faulk	November 2016 Marketing Consultant Services	3,384.00	16,920.00
03/01/2017	Robin Faulk	December 2016 Marketing Consultant Services	3,384.00	20,304.00
	Total Marketing Consultant Services			20,304.00
	Marketing and Promotions - Other			
01/03/2017		January 2017 Facebook Marketing	509.96	509.96
02/01/2017		February 2017 Facebook Marketing	26.23	536.19
	Total Marketing and Promotions - Other			536.19
	Total Marketing and Promotions			26,590.19
	Materials & Supplies			
	Reimbursements			
03/01/2017	Mary Hamzoian	Reimbursement for ICSC SoCal Parking	20.00	20.00
03/01/2017	Marissa Minor	Reimbursement for ICSC SoCal Parking	20.00	40.00
03/01/2017	Marissa Minor	Reimbursement for ICSC SoCal Mileage .535 x 16 Miles	8.56	48.56
03/01/2017	Mary Hamzoian	Reimbursement for ICSC SoCal Mileage .535 x 16 miles	8.56	57.12
	Total Reimbursements			57.12
	Stationary			
01/31/2017		New Account Checks, Deposit Stamp, and Deposit Slips	413.20	413.20
	Total Stationary			413.20
	Newsletter			
01/30/2017		January 2017 Newsletter Fees	15.00	15.00
02/28/2017		February 2017 Newsletter Fees	15.00	30.00
03/28/2017		March 2017 Newsletter Fees	15.00	45.00
	Total Newsletter			45.00
	Website maintenance			
03/03/2017		Website Domain Renewal	64.68	64.68
	Total Website maintenance			64.68
	Materials & Supplies - Other			

11:03 AM
 04/21/17
 Cash Basis

Downtown Burbank Partnership, Inc.
Profit & Loss Detail
 January 1 through April 28, 2017

Date	Name	Memo	Original Amount	Balance
01/17/2017		iPad Case and Keyboard	52.13	52.13
	Total Materials & Supplies - Other			52.13
	Total Materials & Supplies			632.13
	Security & Maintenance			
	Maintenance			
01/04/2017	Landscape Forms, Inc.	LF Order 222342 - Bins & Benches	68,310.31	68,310.31
03/01/2017	Mobile Illumination, Inc.	MUD Paseo Lighting Deposit	8,080.05	76,390.36
	Total Maintenance			76,390.36
	Total Security & Maintenance			76,390.36
	Total Expense			288,826.29
	Net Ordinary Income			-188,075.62
	Net Income			-188,075.62