

**Downtown Burbank Partnership  
Meeting Agenda**

**April 6, 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 of the March 2, 2017 meeting will be presented for approval.

**F. TREASURER'S REPORT**

**ACTION ITEM**

The Treasurer's report as of March 31, 2017 will be presented for approval.

**G. Downtown Burbank Renewal and Expansion**

**ACTION ITEM**

Staff from Civitas Advisors will provide the Board with information on district renewal and expansion. A proposal for services, including an expansion feasibility study, will be presented for review.

**H. Downtown Burbank Retail Recruitment Update**

Staff from Buxton will update the Board on the Retail Recruitment progress for Downtown Burbank. (Presentation will be provided during the meeting).

**I. Downtown Burbank Mural and Art Program**

**ACTION ITEM**

Staff will present information on the art and mural program for Downtown Burbank, including a proposal from A.S.D Interiors for design services in the five Downtown Burbank paseos.

**J. 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.

**K. Marketing Strategy Presentation**

Marketing Consultant Robin Faulk will present a preliminary Downtown Marketing strategy to the Board for review and discussion. (Presentation will be provided during the meeting).

**L. On-going Operational Issues**

**ACTION ITEM**

Staff will ask the Board to consider transferring \$25,000 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.

**M. 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.

**N. ADJOURNMENT: Next tentative meeting: May 4, 2017**

<b><u>Downtown Burbank Partnership, Inc. Board Members</u></b>	<b><u>Community Development Department Key Staff</u></b>
Michael Cusumano, Cusumano Real Estate Group, <b>Chair</b> Michael Wilford, HW LLP, <b>Treasurer</b> Ted Slaughter, The Village Walk, <b>Secretary</b> Justin Hess, Assistant City Manager Frank Gangi, Gangi Development Barbara Holliday, Flappers Comedy Club James O’Neil, Crown Realty & Development Inc 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](http://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 March 2 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  
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

Members Absent: Ted Slaughter, The Village Walk **Secretary**  
Dominick Scarola, North End Pizzeria

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 9:02 a.m., Thursday, March 2, 2017

**A. Roll Call**

**B. Announcements**

The following announcements were made by staff:

- The former Hearing Aid store at 127 N San Fernando will soon be opening as a Pilate's studio.
- IKEA is now open at its new location: 805 South San Fernando Boulevard
- Maintenance will need to be performed on the Downtown Burbank tree lighting system; staff will bring a proposal for review to the next meeting.
- 2017 Event dates and an updated board roster were distributed to all Board members.

**C. Public Comment**

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

**D. Approval of Minutes**

**ACTION ITEM**

The minutes for the meetings of February 2, 2017 were presented for approval. Frank Gangi made a motion to approve the minutes as presented, seconded by Michael Wilford; motion carried 8-0.

**E. Treasurer's Report** **ACTION ITEM**

The treasurer's report for February 28, 2017 was presented for approval by Mike Wilford. Mr. Wilford noted that the Board's current assets stand at \$579,452.23. Brett Warner made a motion to approve the report as presented, seconded by Frank Gangi; motion carried 8-0.

**F. Board Member Position Renewals** **ACTION ITEM**

The Board reviewed the renewal terms of two current members, Ted Slaughter and Michael Wilford, for a two year term through 2018. An appointment of a current Board Member to Vice Chair was also discussed. Jim O'Neil was nominated for the position of Vice Chair, and accepted the nomination to the position. Frank Gangi made a motion to approve term renewal through 2018 for Mr. Slaughter and Mr. Wilford, as well as the appointment of Mr. O'Neil to Vice Chair, seconded by Michael Wilford; motion carried 8-0.

**G. Downtown Burbank Wi-Fi**

Jason Miller from the City's Information Technology (IT) Department discussed the current and future plans for wireless internet service in Downtown Burbank. Mr. Miller noted that currently there are 23 Wi-Fi access points Downtown and that approximately 6,000 clients connect to the network in a 30 day period. The current Wi-Fi infrastructure will be phasing out in October 2017, and new receptors will need to be purchased and installed if service is to continue. IT will get costs for proposed infrastructure upgrades and possible expansion of the network to the south end of Downtown. The Board will review and discuss a proposal for this at a later meeting.

**H. Downtown Burbank Smoking Ordinance**

Elaine Pease, Senior License and Code Inspector and Police Sergeant Derek Green came to speak to the Board about the Downtown Burbank Smoking Ordinance and its enforcement. The Ordinance has been in effect since 2007, and is enforceable by ticket only if the action is seen by a Police Officer. Currently, there are minimal smoking compliant areas in Downtown that meet certain City requirements and were created by the business owner or designated by the City Manager. However there are several areas where non-compliant smoking is occurring. It was suggested that a refresher email be sent to the business owners in Downtown regarding the Ordinance as well as staff personally reaching out to areas where non-compliance continues to be of concern such as the Burbank Village Walk property.

**I. 2017 Sponsorship Budget Approval** **ACTION ITEM**

The Board discussed sponsorship opportunities for the Burbank International Film Festival (BIFF) and Burbank Comedy Festival. BIFF brings in 4,500 attendees to the film festival each year, and develops partnerships with local restaurants and hotels. The Burbank Comedy Festival brings in 2,700 attendees and 280+ comedians to Downtown, and also partners with many local bars and restaurants

to host their event parties. After some discussion and review of the 2016 Profit and Loss Statements for each organization, Michael Wilford made a motion to allocate \$30,000 in sponsorship to the BIFF, seconded by Frank Gangi; motion carried 8-0.

Next, Michael Wilford made a motion to allocate \$20,000 in sponsorship to the Burbank Comedy Festival, seconded by Jim O'Neil; motion carried 7-0 with one abstention by Barbara Holliday.

**J. 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. Frank Gangi made a motion for approval, seconded by Michael Wilford; motion carried 8-0.

**K. New Items**

Frank Gangi requested that staff look into costs to 'refresh' the current Downtown Burbank banner program.

Mary Hamzoian noted that information on an Art and Mural program for Downtown Burbank would be brought to the Board for review at the April 2017 meeting.

**L. Next Scheduled Meeting: March 2, 2017**

6:15 PM  
03/29/17  
Cash Basis

**Downtown Burbank Partnership, Inc.**  
**Balance Sheet**  
As of March 29, 2017

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Mar 29, 17

<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
Checking account	53,732.39
City Treasurer	434,632.01
Money market	20,037.32
<b>Total Checking/Savings</b>	508,401.72
<b>Total Current Assets</b>	508,401.72
<b>TOTAL ASSETS</b>	<b>508,401.72</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Equity</b>	
Unrestrict (retained earnings)	656,110.59
Net Income	-147,708.87
<b>Total Equity</b>	508,401.72
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>508,401.72</b>

**Downtown Burbank Partnership, Inc.**  
**Profit & Loss**  
January through March 2017

**DRAFT**

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	Jan - Mar 17
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
Sponsorship	16,298.90
Interest	633.31
Assessments - Other properties	56,616.19
<b>Total Income</b>	73,548.40
<b>Gross Profit</b>	73,548.40
<b>Expense</b>	
<b>Administrative &amp; Other</b>	
Memberships	256.87
Salaries & benefits	7,700.00
<b>Total Administrative &amp; Other</b>	7,956.87
<b>Events</b>	
Burbank Beer Festival	8,608.00
Downtown Burbank Car Classic	5,932.23
Downtown Fine Arts Fest	2,180.30
<b>Total Events</b>	16,720.53
<b>Holiday Promotions</b>	
Ice Rink	6,864.97
Holiday Creative & Design	475.00
Holiday set-up & take-down	87,625.00
<b>Total Holiday Promotions</b>	94,964.97
<b>Marketing and Promotions</b>	
District Advertising	3,825.00
Marketing Consultant Services	20,304.00
Marketing and Promotions - Other	536.19
<b>Total Marketing and Promotions</b>	24,665.19
<b>Materials &amp; Supplies</b>	
Reimbursements	57.12
Stationary	413.20
Newsletter	30.00
Materials & Supplies - Other	52.13
<b>Total Materials &amp; Supplies</b>	552.45
<b>Security &amp; Maintenance</b>	
Maintenance	76,390.36
<b>Total Security &amp; Maintenance</b>	76,390.36
<b>Total Expense</b>	221,250.37
<b>Net Ordinary Income</b>	-147,701.97
<b>Net Income</b>	<u>-147,701.97</u>

**Downtown Burbank Partnership, Inc.**  
**Profit & Loss Detail**  
January 1 through March 29, 2017

**DRAFT**

Type	Date	Name	Memo	Original Amount	Balance
<b>Ordinary Income/Expense</b>					
<b>Income</b>					
<b>Sponsorship</b>					
Deposit	01/05/2017	California Beer Festival	2016 Burbank Beer Festival Income	4,298.90	4,298.90
Deposit	03/01/2017	KIND Snacks	KIND Snacks Ice Rlnk Sponsorship	12,000.00	16,298.90
Total Sponsorship					16,298.90
<b>Interest</b>					
Deposit	01/31/2017		Interest	7.63	7.63
Deposit	01/31/2017	Interest Income	January 2017 Interest Income	611.14	618.77
Deposit	02/28/2017		Interest	7.64	626.41
Total Interest					626.41
<b>Assessments - Other properties</b>					
Deposit	01/31/2017	All Other Assessments	January 2017 Assessment Income	56,616.19	56,616.19
Total Assessments - Other properties					56,616.19
Total Income					73,541.50
Gross Profit					73,541.50
<b>Expense</b>					
<b>Administrative &amp; Other Memberships</b>					
General Journal	02/01/2017		ICSC Membership Renewal - M. Hamzoian	100.00	100.00
General Journal	02/23/2017		2017 ICSC Flight - M. Hamzoian	156.87	256.87
Check	03/01/2017	International Council of Shopping Centers	Membership Renewal - Mary Hamzoian #1282179	0.00	256.87
General Journal	03/01/2017	International Council of Shopping Centers	For CHK 3668 voided on 03/15/2017	100.00	356.87
General Journal	03/15/2017	International Council of Shopping Centers	Reverse of GJE 507 -- For CHK 3668 voided on 03/15/2017	-100.00	256.87
Total Memberships					256.87
<b>Salaries &amp; benefits</b>					
General Journal	01/31/2017		January 2017 Salaries and Benefits	7,700.00	7,700.00
Total Salaries & benefits					7,700.00
Total Administrative & Other					7,956.87
<b>Events</b>					
<b>Burbank Beer Festival</b>					
Check	03/01/2017	CBS RADIO	2016 Burbank Beer Festival Promotions	5,000.00	5,000.00
Check	03/01/2017	Clear Channel Outdoor	Bus Shelter Ad's - 2016 Beer Festival	763.00	5,763.00
Check	03/01/2017	iHeart Media	2016 Burbank Beer Festival Invoice: 1103547573	445.00	6,208.00
Check	03/01/2017	iHeart Media	2016 Burbank Beer Festival Invoice: 1103547592	2,400.00	8,608.00
Total Burbank Beer Festival					8,608.00
<b>Downtown Burbank Car Classic</b>					
General Journal	01/31/2017		2017 Downtown Burbank Car Classic Banner	125.00	125.00
General Journal	01/31/2017		Police Services - 2016 Car Classic	5,807.23	5,932.23
Total Downtown Burbank Car Classic					5,932.23
<b>Downtown Fine Arts Fest</b>					
General Journal	01/31/2017		2017 Downtown Burbank Arts Fest Banner	125.00	125.00
General Journal	01/31/2017		Police Services - 2016 Arts Festival	2,055.30	2,180.30
Total Downtown Fine Arts Fest					2,180.30
Total Events					16,720.53
<b>Holiday Promotions</b>					
<b>Ice Rink</b>					
Check	01/04/2017	Seaside Ice, LLC	2016 Ice Rink Pmt. 3/3	5,000.00	5,000.00
Check	01/04/2017	My Burbank, Inc.	Ice Rink ad on myBurbank.com #16103	360.00	5,360.00
Check	01/04/2017	AAA Flag & Banner	Invoice #208492 - DTNBUR Ice Rink Banners	1,051.58	6,411.58
Check	01/04/2017	LA Weekly	2016 Ice Rink Invoice #DI0105578	1,000.00	7,411.58
Check	01/04/2017	iHeart Media	2016 Ice Rink Advertising Invoice: 1029079684	693.00	8,104.58
General Journal	03/06/2017	AAA Flag & Banner	Reverse of GJE 506 -- For CHK 3650 voided on 03/06/2017	-1,239.61	6,864.97
Total Ice Rink					6,864.97
<b>Holiday Creative &amp; Design</b>					
Check	03/01/2017	RuffHaus	2016 Ice Rink Advertising	475.00	475.00
Total Holiday Creative & Design					475.00
<b>Holiday set-up &amp; take-down</b>					
Check	01/04/2017	Mobile Illumination, Inc.	4 GOBO Projection Units	2,625.00	2,625.00
Check	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					94,964.97
<b>Marketing and Promotions</b>					
<b>District Advertising</b>					
Check	01/04/2017	Southern California Media Group	Where Magazine Advertisement December 2016 #42520	1,925.00	1,925.00
Check	03/01/2017	Burbank Chamber of Commerce	Inv #10025 - Full Page ad for 2017 Guide to Burbank	1,900.00	3,825.00
Total District Advertising					3,825.00



6:10 PM  
03/29/17  
Cash Basis

**Downtown Burbank Partnership, Inc.**  
**Profit & Loss Detail**  
January 1 through March 29, 2017

Type	Date	Name	Memo	Original Amount	Balance
<b>Marketing Consultant Services</b>					
Check	03/01/2017	Robin Faulk	July 2016 Marketing Consultant Services	3,384.00	3,384.00
Check	03/01/2017	Robin Faulk	August 2016 Marketing Consultant Services	3,384.00	6,768.00
Check	03/01/2017	Robin Faulk	September 2016 Marketing Consultant Services	3,384.00	10,152.00
Check	03/01/2017	Robin Faulk	October 2016 Marketing Consultant Services	3,384.00	13,536.00
Check	03/01/2017	Robin Faulk	November 2016 Marketing Consultant Services	3,384.00	16,920.00
Check	03/01/2017	Robin Faulk	December 2016 Marketing Consultant Services	3,384.00	20,304.00
Total Marketing Consultant Services					20,304.00
<b>Marketing and Promotions - Other</b>					
General Journal	01/03/2017		January 2017 Facebook Marketing	509.96	509.96
General Journal	02/01/2017		February 2017 Facebook Marketing	26.23	536.19
Total Marketing and Promotions - Other					536.19
Total Marketing and Promotions					24,665.19
<b>Materials &amp; Supplies</b>					
<b>Reimbursements</b>					
Check	03/01/2017	Mary Hamzoian	Reimbursement for ICSC SoCal Parking	20.00	20.00
Check	03/01/2017	Marissa Minor	Reimbursement for ICSC SoCal Parking	20.00	40.00
Check	03/01/2017	Marissa Minor	Reimbursement for ICSC SoCal Mileage .535 x 16 Miles	8.56	48.56
Check	03/01/2017	Mary Hamzoian	Reimbursement for ICSC SoCal Mileage .535 x 16 miles	8.56	57.12
Total Reimbursements					57.12
<b>Stationary</b>					
General Journal	01/31/2017		New Account Checks, Deposit Stamp, and Deposit Slips	413.20	413.20
Total Stationary					413.20
<b>Newsletter</b>					
General Journal	01/30/2017		January 2017 Newsletter Fees	15.00	15.00
General Journal	02/28/2017		February 2017 Newsletter Fees	15.00	30.00
Total Newsletter					30.00
<b>Materials &amp; Supplies - Other</b>					
General Journal	01/17/2017		IPad Case and Keyboard	52.13	52.13
Total Materials & Supplies - Other					52.13
Total Materials & Supplies					552.45
<b>Security &amp; Maintenance</b>					
<b>Maintenance</b>					
Check	01/04/2017	Landscape Forms, Inc.	LF Order 222342 - Bins & Benches	68,310.31	68,310.31
Check	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					221,250.37
Net Ordinary Income					-147,708.87
<b>Net Income</b>					<b>-147,708.87</b>