

**Downtown Burbank Partnership  
Meeting Agenda**

**July 20, 2017 11:00 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 May 17, 2017 meeting will be presented for approval.

**F. TREASURER'S REPORT**

**ACTION ITEM**

The Treasurer's report as of July 14, 2017 will be presented for approval.

**G. Downtown Burbank Car Classic Event Production and Budget**

Staff will present the 2017 Car Classic budget to the Board for review. An update on the Car Classic event will also be given.

**H. Downtown Burbank Paseo Update**

Staff will present preliminary design renderings for maintenance upgrades to the Downtown paseos.

**I. 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.

**J. 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.

**K. ADJOURNMENT: Next tentative meeting: August 3, 2017**

<u>Downtown Burbank Partnership, Inc. Board Members</u>	<u>Community Development Department Key Staff</u>
Michael Cusumano, Cusumano Real Estate Group, <b>Chair</b> James O'Neil, Crown Realty & Development Inc, <b>Vice Chair</b> Michael Wilford, HW LLP, <b>Treasurer</b> Ted Slaughter, The Village Walk, <b>Secretary</b> Amy Brown, Burbank Town Center 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	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 Partnership, Inc.  
**Balance Sheet**  
As of July 14, 2017

**DRAFT**

	<u>Jul 14, 17</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
Checking account	23,543.45
City Treasurer	306,629.01
Money market	20,059.26
<b>Total Checking/Savings</b>	<u>350,231.72</u>
<b>Total Current Assets</b>	<u>350,231.72</u>
<b>TOTAL ASSETS</b>	<u><u>350,231.72</u></u>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Equity</b>	
Unrestrict (retained earnings)	656,110.59
Net Income	<u>-305,878.87</u>
<b>Total Equity</b>	<u>350,231.72</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>350,231.72</u></u>

**Downtown Burbank Partnership, Inc.**  
**Profit & Loss**  
January 1 through July 14, 2017

**DRAFT**

	<u>Jan 1 - Jul 14, 17</u>
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
Sponsorship	19,519.30
Interest	1,849.29
Assessments - Other properties	109,083.95
<b>Total Income</b>	<u>130,452.54</u>
<b>Gross Profit</b>	130,452.54
<b>Expense</b>	
Promotional Sponsorship	50,000.00
<b>Capital Improvements</b>	
Paseo Upgrade	2,100.00
Landscaping	23,900.00
<b>Total Capital Improvements</b>	<u>26,000.00</u>
<b>Administrative &amp; Other</b>	
District Renewal	18,228.00
Memberships	765.89
Accounting Services	350.00
Salaries & benefits	23,100.00
Insurance	8,749.00
Administrative & Other - Other	2,080.00
<b>Total Administrative &amp; Other</b>	<u>53,272.89</u>
<b>Events</b>	
Winter Wine Walk	495.00
Burbank Beer Festival	8,608.00
Downtown Burbank Car Classic	21,919.74
Downtown Fine Arts Fest	10,786.46
<b>Total Events</b>	<u>41,809.20</u>
<b>Holiday Promotions</b>	
Ice Rink	18,239.01
Holiday Creative & Design	475.00
Holiday set-up & take-down	87,625.00
<b>Total Holiday Promotions</b>	<u>106,339.01</u>
<b>Marketing and Promotions</b>	
District Advertising	5,750.00
Marketing Consultant Services	30,456.00
Marketing and Promotions - Other	10,333.06
<b>Total Marketing and Promotions</b>	<u>46,539.06</u>
<b>Materials &amp; Supplies</b>	
Reimbursements	391.34
Stationary	413.20
Newsletter	60.00
Website maintenance	136.56
Materials & Supplies - Other	52.13
<b>Total Materials &amp; Supplies</b>	<u>1,053.23</u>

**Downtown Burbank Partnership, Inc.**  
**Profit & Loss**

January 1 through July 14, 2017

**DRAFT**

	<u>Jan 1 - Jul 14, 17</u>
Security & Maintenance	
Maintenance	111,318.02
Total Security & Maintenance	<u>111,318.02</u>
Total Expense	<u>436,331.41</u>
Net Ordinary Income	<u>-305,878.87</u>
Net Income	<u><u>-305,878.87</u></u>

**Downtown Burbank Partnership, Inc.**  
**Profit & Loss Detail**

**DRAFT**

January 1 through July 14, 2017

	<u>Date</u>	<u>Name</u>	<u>Memo</u>	<u>Paid Amount</u>	<u>Balance</u>
<b>Ordinary Income/Expense</b>					
<b>Income</b>					
<b>Sponsorship</b>					
	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
	04/11/2017		2017 Arts Festival Sponsorship: Options For Youth	485.20	485.20
	04/21/2017	Sponsor - Arts Fest	2017 Arts Fest Booth Sponsor - NY Life	500.00	985.20
	06/22/2017	Sponsor - Arts Fest	KIND Booth Sponsorship 2016	500.00	1,485.20
	06/22/2017	Sponsorship - Car Classic	2016 Booth Sponsorship - Let's Make a Deal	500.00	1,985.20
	06/22/2017	Sponsorship - Car Classic	2017 Booth Sponsorship - Let's Make a Deal	500.00	2,485.20
	06/22/2017	Sponsorship - Car Classic	2017 Booth Sponsorship - LA Conservation Core	250.00	2,735.20
				<u>19,034.10</u>	<u>2,735.20</u>
	Total Sponsorship				
<b>Interest</b>					
	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
	03/22/2017	Interest Income	March 2017 Interest Income	523.19	1,827.35
	03/31/2017		Interest	6.90	1,834.25
	04/30/2017		Interest	7.64	1,841.89
	05/31/2017		Interest	7.40	1,849.29
				<u>1,849.29</u>	<u>1,849.29</u>
	Total Interest				
<b>Assessments - Other properties</b>					
	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
	03/22/2017	All Other Assessments	March 2017 Assessment Income	26,443.24	109,083.95
				<u>109,083.95</u>	<u>109,083.95</u>
	Total Assessments - Other properties				
	Total Income			<u>129,967.34</u>	<u>113,668.44</u>
	Gross Profit			129,967.34	113,668.44
<b>Expense</b>					
<b>Promotional Sponsorship</b>					
	04/21/2017	Flappers Comedy, LLC	Comedy Festival Sponsorship 2017	20,000.00	20,000.00
	07/10/2017	Burbank International Film Festival	2017 Festival Sponsorship	30,000.00	50,000.00
				<u>30,000.00</u>	<u>50,000.00</u>

**Downtown Burbank Partnership, Inc.**  
**Profit & Loss Detail**

**DRAFT**

January 1 through July 14, 2017

	<u>Date</u>	<u>Name</u>	<u>Memo</u>	<u>Paid Amount</u>	<u>Balance</u>
Total Promotional Sponsorship				50,000.00	50,000.00
<b>Capital Improvements</b>					
<b>Paseo Upgrade</b>					
	07/10/2017	JMD Landscape Architecture	DTNBUR Paseo Construction Documents	2,100.00	2,100.00
Total Paseo Upgrade				2,100.00	2,100.00
<b>Landscaping</b>					
	02/27/2017		Landscape Maintenance Fees December & January	23,900.00	23,900.00
Total Landscaping				23,900.00	23,900.00
Total Capital Improvements				26,000.00	26,000.00
<b>Administrative &amp; Other</b>					
<b>District Renewal</b>					
	05/12/2017	Civitas	May 2017 Monthly Fees - Invoice #3063	9,596.00	9,596.00
	07/10/2017	Civitas	June 2017 Monthly Fees - Invoice #3153	4,316.00	13,912.00
	07/10/2017	Civitas	July 2017 Monthly Fees - Invoice #3159	4,316.00	18,228.00
Total District Renewal				18,228.00	18,228.00
<b>Memberships</b>					
	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	For CHK 3668 voided on 03/15/2017	-100.00	436.87
	04/10/2017		2017 ICSC Flight Fee: M. Hamzoian	24.03	460.90
	04/28/2017		2017 ICSC Hotel: M. Hamzoian	304.99	765.89
Total Memberships				765.89	765.89
<b>Accounting Services</b>					
	05/02/2017	Turner, Warren, Hwang & Conrad	Inv #29037 - 2016 1099 FormTax Preperation	350.00	350.00
Total Accounting Services				350.00	350.00
<b>Salaries &amp; benefits</b>					
	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
	03/31/2017		Slaries and Benefits March 2017	7,700.00	23,100.00
Total Salaries & benefits				23,100.00	23,100.00

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January 1 through July 14, 2017

	<u>Date</u>	<u>Name</u>	<u>Memo</u>	<u>Paid Amount</u>	<u>Balance</u>
<b>Insurance</b>					
	05/02/2017	Philadelphia Insurance Companies	Non-Profit Pkg 2017 Renewal	3,884.00	3,884.00
	05/02/2017	Philadelphia Insurance Companies	Non-Profit Umbrella 2017 Renewal	616.00	4,500.00
	05/02/2017	Philadelphia Insurance Companies	Flexi-Plus Five 2017 Renewal	4,249.00	8,749.00
Total Insurance				8,749.00	8,749.00
<b>Administrative &amp; Other - Other</b>					
	07/10/2017	Civitas	2017 Tax Rolls Fee	2,080.00	2,080.00
Total Administrative & Other - Other				2,080.00	2,080.00
Total Administrative & Other				53,272.89	53,272.89
<b>Events</b>					
<b>Winter Wine Walk</b>					
	05/12/2017	Stay Green Inc.	Arts Festival Street Cleaning 2016 - Invoice #94864	495.00	495.00
Total Winter Wine Walk				495.00	495.00
<b>Burbank Beer Festival</b>					
	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	8,608.00
<b>Downtown Burbank Car Classic</b>					
	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
	05/02/2017	RuffHaus	2017 Car Classic	1,760.00	7,692.23
	07/10/2017	RuffHaus	2017 Downtown Burbank Car Classic	1,275.00	8,967.23
	07/10/2017	MetroMedia Technologies Inc.	2017 Burbank Car Classic OFM Shelters	332.53	9,299.76
	07/10/2017	CBS RADIO, KRTH-FM	2017 Car Festival Promotions	3,999.99	13,299.75
	07/10/2017	KRTH-FM Digital	2017 Car Classic Advertising	3,999.99	17,299.74
	07/10/2017	Fric-Frac Productions, Inc.	VIP DJ Payment 1/2 2017	4,620.00	21,919.74
Total Downtown Burbank Car Classic				21,919.74	21,919.74
<b>Downtown Fine Arts Fest</b>					
	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



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January 1 through July 14, 2017

	<u>Date</u>	<u>Name</u>	<u>Memo</u>	<u>Paid Amount</u>	<u>Balance</u>
	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
	05/02/2017	RuffHaus	2017 Arts Festival	90.00	4,687.50
	05/02/2017	LA Weekly	2017 Arts Festival Invoice #DI0108392	500.00	5,187.50
	05/12/2017	Anderson Party Rentals, Inc.	Invoice #26776 Arts Fest CTN Booths	1,167.58	6,355.08
	05/12/2017	Anderson Party Rentals, Inc.	Invoice #26972 Arts Fest Sponsor Booths	4,146.38	10,501.46
	07/10/2017	Luigi Dubon	2017 Arts Festival Photography	285.00	10,786.46
Total Downtown Fine Arts Fest				<u>10,786.46</u>	<u>10,786.46</u>
Total Events				41,809.20	41,809.20
<b>Holiday Promotions</b>					
<b>Ice Rink</b>					
	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	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				<u>18,239.01</u>	<u>18,239.01</u>
<b>Holiday Creative &amp; Design</b>					
	03/01/2017	RuffHaus	2016 Ice Rink Advertising	475.00	475.00
Total Holiday Creative & Design				<u>475.00</u>	<u>475.00</u>
<b>Holiday set-up &amp; take-down</b>					
	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				<u>87,625.00</u>	<u>87,625.00</u>
Total Holiday Promotions				106,339.01	106,339.01
<b>Marketing and Promotions</b>					
<b>District Advertising</b>					
	01/04/2017	Southern California Media Group	Where Magazine Advertisement December 2016	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	1,925.00	5,750.00

**Downtown Burbank Partnership, Inc.**  
**Profit & Loss Detail**

**DRAFT**

January 1 through July 14, 2017

	<u>Date</u>	<u>Name</u>	<u>Memo</u>	<u>Paid Amount</u>	<u>Balance</u>
Total District Advertising				5,750.00	5,750.00
<b>Marketing Consultant Services</b>					
	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
	05/02/2017	Robin Faulk	January 2017 Marketing Consultant Services	3,384.00	23,688.00
	05/02/2017	Robin Faulk	February 2017 Marketing Consultant Services	3,384.00	27,072.00
	05/02/2017	Robin Faulk	March 2017 Marketing Consultant Services	3,384.00	30,456.00
Total Marketing Consultant Services				30,456.00	30,456.00
<b>Marketing and Promotions - Other</b>					
	01/03/2017		January 2017 Facebook Marketing	509.96	509.96
	02/01/2017		February 2017 Facebook Marketing	26.23	536.19
	05/02/2017	RuffHaus	2016 Annual Report	6,750.00	7,286.19
	05/02/2017	RuffHaus	DTN Marketing	455.00	7,741.19
	05/12/2017	Burbank Printing	Annual Report Printing #35961	1,673.14	9,414.33
	05/12/2017	Burbank Printing	Annual Report Printing #35960	268.73	9,683.06
	07/10/2017	RuffHaus	2018 Event Sponsorship Brochure	650.00	10,333.06
Total Marketing and Promotions - Other				10,333.06	10,333.06
Total Marketing and Promotions				46,539.06	46,539.06
<b>Materials &amp; Supplies</b>					
<b>Reimbursements</b>					
	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 ICSC SoCal Mileage 16 Miles	8.56	48.56
	03/01/2017	Mary Hamzoian	ICSC SoCal Mileage 16 miles	8.56	57.12
	07/10/2017	Mary Hamzoian	Reimbursement for ICSC Parking and Transportation	136.22	193.34
	07/10/2017	Mary Hamzoian	Reimbursement for ICSC Meals	198.00	391.34
Total Reimbursements				391.34	391.34
<b>Stationary</b>					
	01/31/2017		New Account Checks and Deposit Slips	413.20	413.20

Downtown Burbank Partnership, Inc.  
Profit & Loss Detail

DRAFT

January 1 through July 14, 2017

	<u>Date</u>	<u>Name</u>	<u>Memo</u>	<u>Paid Amount</u>	<u>Balance</u>
Total Stationary				413.20	413.20
<b>Newsletter</b>					
	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
	04/26/2017		April 2017 Newsletter Fees	15.00	60.00
Total Newsletter				60.00	60.00
<b>Website maintenance</b>					
	03/03/2017		Website Domain Renewal	64.68	64.68
	04/05/2017		Domian Purchase	71.88	136.56
Total Website maintenance				136.56	136.56
<b>Materials &amp; Supplies - Other</b>					
	01/17/2017		IPad Case and Keyboard	52.13	52.13
Total Materials & Supplies - Other				52.13	52.13
Total Materials & Supplies				1,053.23	1,053.23
<b>Security &amp; Maintenance</b>					
<b>Maintenance</b>					
	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
	03/30/2017		Landscape Maintenance Fees February and March	22,700.00	99,090.36
	03/30/2017		Utility Fees	12.66	99,103.02
	05/17/2017	A.S.D. Interiors	Phase 1: Paseo Design Development	4,250.00	103,353.02
	07/10/2017	Mobile Illumination, Inc.	Lighting Bracket Work - DTNBUR	7,820.00	111,173.02
	07/10/2017	Stay Green Inc.	Pot Replacement Invoice #95020	145.00	111,318.02
Total Maintenance				111,318.02	111,318.02
Total Security & Maintenance				111,318.02	111,318.02
Total Expense				436,331.41	436,331.41
Net Ordinary Income				-306,364.07	-322,662.97
<b>Net Income</b>				<b>-306,364.07</b>	<b>-322,662.97</b>

**DOWNTOWN BURBANK P-BID BOARD MEETING  
MINUTES FOR MEETING OF May 17, 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 10:04 a.m., Wednesday, May 17, 2017

**A. Roll Call**

**B. Announcements:** The following announcements were made by staff:

- The 2016 Downtown Burbank Annual Report was approved by City Council 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 cover wrap 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 was completed in the MUD Paseo.

**C. Public Comment**

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

**D. Approval of Minutes**

The minutes for the meetings of April 6, 2017 and May 10, 2017 were presented for approval. Frank Gangi made a motion to approve the minutes as presented, seconded by Michael Wilford; motion carried 7-0.

**E. Treasurer's Report**

**ACTION ITEM**

The treasurer's report for April 30, 2017 was presented for approval by Mike Wilford. Mr. Wilford noted that the Board's current assets stand at \$468,034.97.

Ted Slaughter made a motion to approve the report as presented, seconded by Jim O'Neil; motion carried 7-0.

- F. Downtown Burbank Board Applications ACTION ITEM**  
The Board discussed the appointment of a new member for the vacant Board seat. Mary Cutrone, CEO of the Burbank Community YMCA and Amy Brown, General Manager for the Burbank Town Center, both applied for a vacant position. Appointment of Amy Brown was discussed as the Board felt that the transition that the Town Center was undergoing would be vital to the success of Downtown Burbank. Brett Warner made a motion to appoint Amy Brown to the Board and to add Mary Cutrone as a non-voting Board Member, seconded by Ted Slaughter; motion carried 7-0.
- G. First Street Village ACTION ITEM**  
Staff discussed the First Street Village Project with the Board noting that representatives from the project had requested a letter in support of the project. The First Street Village project will be going to City Council for review on May 23, 2017. The Board briefly discussed endorsement of the project, and all Board members were in favor. Frank Gangi made a motion to send a letter of support in favor of the project to City Council on behalf of the Downtown Burbank Partnership, seconded by Barbara Holliday; motion carried 7-0.
- H. Downtown Burbank Mural and Art Program ACTION ITEM**  
Staff presented renderings from ASD Interiors to the Board for the Art and Mural Program. This Program would continue to improve, enliven, and add art features to the paseos in addition to the currently approved infrastructure upgrades taking place. Phase II of the contract with ASD Interiors will include: finalizing all approved items in an organized budget, obtaining all pricing for labor and materials, and coordinating to ensure the details of the design are fully delivered for proper installation. Frank Gangi made a motion to approve Phase II of ASD Interiors proposal, seconded by Ted Slaughter; motion carried 7-0.
- I. Downtown Burbank Car Classic Event Production ACTION ITEM**  
Staff presented the Board with two proposals for management of the Downtown Burbank Car Classic from Utopia Entertainment and the Road Kings respectively. Working with the Road Kings would require more staff involvement up front, but would create a cost savings of potentially \$7,500 and has the potential to increase car participation due to the Road Kings experience in car show management. Jim O'Neil made a motion to approve the proposal from the Road Kings for the 2017 Downtown Burbank Car Classic, seconded by Michael Wilford; motion carried 7-0.
- J. Downtown Burbank Renewal Steering Committee ACTION ITEM**  
The Board discussed the development of a steering committee to assist staff with District Renewal and the development of the Management District Plan for the next term of the Partnership. Barbara Holliday, Brett Warner, Michael Cusumano, and Ted Slaughter volunteered to serve on the Renewal Steering Committee. Barbara

Holliday made a motion to approve the four person Steering Committee, seconded by Frank Gangi; motion carried 7-0.

- K. Downtown Burbank Tree Maintenance Proposal ACTION ITEM**  
Staff presented a proposal for tree maintenance to the Board from Mobile Illuminations. The proposal would allow the lighting brackets in 68 trees along San Fernando to be loosened to accommodate tree growth. Staff reminded the Board that district-wide maintenance for projects implemented and or funded by the PBID are on-going, and will remain in place for the life of the PBID. Frank Gangi made a motion for approval of the proposal, seconded by Ted Slaughter; motion carried 7-0.
- L. Marketing Strategy Presentation**  
Staff presented a preliminary marketing strategy to the Board seeking input and direction for the development of a comprehensive marketing strategy. Items discussed included social media management, target market profiles, owned media channels, and measuring return on investment. Staff recommends using the collected. The Board directed staff to seek out bids from marketing companies for review.
- M. Ongoing Operational Issues ACTION ITEM**  
Staff asked 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. Additional operational expenses total \$5,860.00. For an itemized list, please refer to the PBID's financial statements. Jim O'Neil made a motion for approval, seconded by Michael Wilford; motion carried 7-0.
- N. Future Agenda Items**  
The Board requested information on the 2017 Downtown Burbank Car Classic budget be reviewed at the June 2017 meeting.
- O. Next Scheduled Meeting: June 1, 2017.**