

**Downtown Burbank Partnership
Meeting Agenda**

March 2, 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 February 2, 2017 meeting will be presented for approval.

F. TREASURER'S REPORT

ACTION ITEM

The Treasurer's report as of February 28, 2017 will be presented for approval.

G. Board Member Position Renewals

ACTION ITEM

The Board will vote on the renewal of two current members, Ted Slaught and Michael Wilford, for a two year term. An appointment of a current Board Member to Vice Chair will also be discussed.

H. Downtown Burbank Wi-Fi

Staff from the City's Information Technology Department will discuss the current and future plans for wireless internet service in the Downtown district.

I. Downtown Burbank Smoking Ordinance

Staff from the City's License and Code Division and Police Department will discuss and review the Downtown Smoking Ordinance and its enforcement.

J. 2017 Sponsorship Budget Approval

ACTION ITEM

Sponsorship opportunities for the 2017 Flappers Comedy Club Festival and the 2017 Burbank International Film Festival will be reviewed by the Board.

K. On-going Operational Issues

ACTION ITEM

Staff will ask 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. The remaining funds will maintain the checking account with a balance of no less than \$30,000.

L. 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.

M. ADJOURNMENT: Next tentative meeting: April 6, 2017

| <u>Downtown Burbank Partnership, Inc. Board Members</u> | <u>Community Development Department Key Staff</u> |
|---|--|
| Michael Cusumano, Cusumano Real Estate Group, Chair Michael Wilford, HW LLP, Treasurer Ted Slaughter, The Village Walk, Secretary 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

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 February 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**
Ted Slaughter, The Village Walk **Secretary**
Frank Gangi, Gangi Development
Justin Hess, Assistant City Manager
Barbara Holliday, Flappers Comedy Club
James O'Neill, Crown Realty & Development
Patrick Prescott, Community Development Director
Brett Warner, Lee and Associates

Members Arriving Late: Dominick Scarola, North End Pizzeria

Members Absent: Michael Wilford, **Treasurer**

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:

- New Assistant Community Development Director, Simone McFarland, was introduced to the Board.
- It was announced the REI would be opening at the Empire Center.
- Cost Plus is scheduled to open in the Burbank Town Center before the end of the year.
- Staff presented the ICSC Retail/Restaurant destination brochure to the Board; the brochure was distributed at the Southern California ICSC Idea Exchange on February 1, 2017 to promote the City as a vibrant retail destination, while also featuring available properties in the City.

C. Public Comment

During the time for public comment, three members of the community came to speak to the Board. Joshua Snyder from Flappers Comedy Club spoke regarding the 3rd Annual Burbank Comedy Festival taking place August 2017. Mr. Snyder requested \$20,000 in sponsorship funding from the Board. Jeff Rector from The

Burbank International Film Festival (BIFF) also spoke regarding sponsorship for their 2017 festival. Mr. Rector requested \$40,000 in sponsorship funds from the Board. These items were both later discussed by the Board during the corresponding agenda item. Lastly, Kenn Phillips, CEO of the Valley Economic Alliance spoke to the Board introducing an idea related to stamped concrete sidewalk in downtown. The Valley Economic Alliance is considering using this as an opportunity for patronage in the future.

D. Approval of Minutes

ACTION ITEM

The minutes for the meetings of October 6, 2016 and January 5, 2017 were presented for approval. Brett Warner made a motion to approve the minutes as presented, seconded by Dominick Scarola; motion carried 9-0.

E. Treasurer's Report

ACTION ITEM

The report was not voted on, and was moved to the next meeting so that Treasurer Michael Wilford would be present to report.

F. 2017 Budget Detail Discussion

ACTION ITEM

Staff reviewed the 2017 budget with the Board. Staff noted that reserve funding will need to be allocated in 2017 for district renewal and retail recruitment service expenses. The Board also reviewed anticipated expenditures for maintenance and capital improvements including upgrades to the remaining district paseos. Additional funding was tentatively allocated to events pending sponsorship renewal from Visit Burbank. After review and discussion, Frank Gangi made a motion for approval of the 2017 budget, seconded by Ted Slaughter; motion carried 9-0.

G. 2017 Sponsorship Budget Approval

ACTION ITEM

The Board briefly discussed sponsorship opportunities for both the BIFF and Burbank Comedy Festival. It was decided that financial reports from each event would be requested, and that the approval of sponsorship funding would be tabled to the March 2017 meeting.

H. Robin Faulk Marketing Consultant Contract Renewal

ACTION ITEM

Staff presented a proposal for Robin Faulk Marketing. In 2017 Mr. Faulk will continue to assist with marketing strategy, special events and media support for the district as well as preparation of analytics reports and merchant outreach. The contract is retroactive, and will run for a calendar year from January 2017 through December 2017. The total cost of the contract is \$40,600. After review of the proposal, Jim O'Neil made a motion to approve Mr. Faulk's contract renewal for 2017, seconded by Barbara Holliday; motion carried 9-0.

I. Downtown Burbank Paseo Update

Staff updated the Board on the completion of the MUD Paseo Project and plans for future maintenance and upgrades to the remaining four paseos in the district. Initial meetings for design and upgrades to the remaining paseos have taken place, and

renderings for upgrades will be presented to the Board for review at an upcoming meeting.

J. Ongoing Operational Issues

Staff also asked that the Board consider transferring \$50,000 from the City's holding account to cover monthly maintenance fees in the amount of \$10,750 and marketing consultant fees from 2016 in the amount of \$20,300. Brett Warner made a motion for approval, seconded by Barbara Holliday; motion carried 9-0.

K. New Items

Ted Slaughter requested more information about the City's Smoking Ordinance. Staff will ask representatives from the Building Division and Police Department to attend the March Board Meeting.

Staff from the City's Information Technology Department will also make a presentation at the March meeting regarding Wi-Fi in Downtown.

L. Next Scheduled Meeting: March 2, 2017

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

Feb 28, 17

ASSETS

Current Assets

Checking/Savings

Checking account 16,205.34

City Treasurer 543,217.21

Money market 20,029.68

Total Checking/Savings 579,452.23

Total Current Assets 579,452.23

TOTAL ASSETS 579,452.23

LIABILITIES & EQUITY

Equity

Unrestrict (retained earnings) 656,110.59

Net Income -76,658.36

Total Equity 579,452.23

TOTAL LIABILITIES & EQUITY 579,452.23

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

Jan - Feb 17

| | |
|---|--------------------------|
| Ordinary Income/Expense | |
| Income | |
| Sponsorship | 4,298.90 |
| Interest | 7.63 |
| Total Income | <u>4,306.53</u> |
| Gross Profit | <u>4,306.53</u> |
| Expense | |
| Holiday Promotions | |
| Ice Rink | 8,104.58 |
| Holiday set-up & take-down | 2,625.00 |
| Total Holiday Promotions | <u>10,729.58</u> |
| Marketing and Promotions | |
| District Advertising | 1,925.00 |
| Total Marketing and Promotions | <u>1,925.00</u> |
| Security & Maintenance | |
| Maintenance | 68,310.31 |
| Total Security & Maintenance | <u>68,310.31</u> |
| Total Expense | <u>80,964.89</u> |
| Net Ordinary Income | <u>-76,658.36</u> |
| Net Income | <u><u>-76,658.36</u></u> |

Downtown Burbank Partnership, Inc.
Profit & Loss Detail
January through February 2017

| | <u>Date</u> | <u>Name</u> | <u>Memo</u> | <u>Paid Amount</u> | <u>Balance</u> |
|---------------------------------------|-------------|---------------------------|-----------------------------------|--------------------|----------------|
| Ordinary Income/Expense | | | | | |
| Income | | | | | |
| Sponsorship | | | | | |
| | 01/05/2017 | California Beer Festival | 2016 Burbank Beer Festival Income | 4,298.90 | 4,298.90 |
| Total Sponsorship | | | | 4,298.90 | 4,298.90 |
| Interest | | | | | |
| | 01/31/2017 | | Interest | 7.63 | 7.63 |
| Total Interest | | | | 7.63 | 7.63 |
| Total Income | | | | 4,306.53 | 4,306.53 |
| Gross Profit | | | | 4,306.53 | 4,306.53 |
| Expense | | | | | |
| 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 | 360.00 | 5,360.00 |
| | 01/04/2017 | AAA Flag & Banner | DTNBUR Ice Rink Banners | 1,051.58 | 6,411.58 |
| | 01/04/2017 | LA Weekly | 2016 Ice Rink Invoice | 1,000.00 | 7,411.58 |
| | 01/04/2017 | iHeart Media | 2016 Ice Rink Advertising Invoice | 693.00 | 8,104.58 |
| Total Ice Rink | | | | 8,104.58 | 8,104.58 |
| Holiday set-up & take-down | | | | | |
| | 01/04/2017 | Mobile Illumination, Inc. | 4 GOBO Projection Units | 2,625.00 | 2,625.00 |
| Total Holiday set-up & take-down | | | | 2,625.00 | 2,625.00 |
| Total Holiday Promotions | | | | 10,729.58 | 10,729.58 |
| Marketing and Promotions | | | | | |
| District Advertising | | | | | |
| | 01/04/2017 | Southern California Media | Where Magazine Ad December '16 | 1,925.00 | 1,925.00 |
| Total District Advertising | | | | 1,925.00 | 1,925.00 |
| Total Marketing and Promotions | | | | 1,925.00 | 1,925.00 |
| Security & Maintenance | | | | | |
| Maintenance | | | | | |
| | 01/04/2017 | Landscape Forms, Inc. | LF Order 222342 - Bins & Benches | 68,310.31 | 68,310.31 |
| Total Maintenance | | | | 68,310.31 | 68,310.31 |

3:24 PM
02/21/17
Cash Basis

Downtown Burbank Partnership, Inc.
Profit & Loss Detail
January through February 2017

| | <u>Date</u> | <u>Name</u> | <u>Memo</u> | <u>Paid Amount</u> | <u>Balance</u> |
|------------------------------|-------------|-------------|-------------|--------------------|-------------------|
| Total Security & Maintenance | | | | 68,310.31 | 68,310.31 |
| Total Expense | | | | 80,964.89 | 80,964.89 |
| Net Ordinary Income | | | | -76,658.36 | -76,658.36 |
| Net Income | | | | -76,658.36 | -76,658.36 |