

**Downtown Burbank Partnership  
Meeting Agenda**

**February 1, 2018 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 November 2, 2017 and January 11, 2018 Board meetings will be presented for approval.

**F. TREASURER'S REPORT**

**ACTION ITEM**

The Treasurer's report as of January 31, 2018 will be presented for approval.

**G. Downtown Burbank Board Applications**

**ACTION ITEM**

The Board will vote on the installation of one new member to fill the current vacant Burbank Town Center Seat.

**H. Flappers Comedy Club Sponsorship Request**

**ACTION ITEM**

Representatives from Flappers Comedy Club will make a presentation to the Board requesting sponsorship for the 2018 Comedy Festival.

**I. 2018 Budget**

**ACTION ITEM**

Staff will present the 2018 budget to the Board for review and approval.

**J. Social Media Program Proposal**

**ACTION ITEM**

Staff will review a proposal from Strausberg for monthly social media management and advertising with the Board.

**K. Robin Faulk Marketing Contract**

**ACTION ITEM**

Staff will present a contract for marketing services for Robin Faulk Marketing to the Board for review.

**L. Downtown Burbank Paseo Update**

Staff will update the Board on the Art and Mural program as well as forthcoming upgrades to the Downtown paseos.

**M. Burbank Beer Festival and Wine Walk Event Updates**

Staff will update the Board on the upcoming Burbank Beer Festival and Winter Wine Walk.

**N. On-going Operational Issues**

**ACTION ITEM**

Staff will ask the Board to consider transferring \$110,000 in funding from the PBID holding account to cover monthly maintenance fees in the amount of \$10,750, pre-approved district holiday expenses in the amount of \$45,000, Sponsorship fees in the amount of \$15,000 and marketing consultant fees in the amount of \$35,000. 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: March 1, 2018**

<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> 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> 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 Member	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 otherwise ajenized. 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 ADA 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 January 31, 2018

	<u>Jan 31, 18</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
Checking account	44,188.42
City Treasurer	297,501.32
Money market	20,121.15
<b>Total Checking/Savings</b>	<u>361,810.89</u>
<b>Total Current Assets</b>	<u>361,810.89</u>
<b>TOTAL ASSETS</b>	<u><u>361,810.89</u></u>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Equity</b>	
Unrestrict (retained earnings)	387,235.25
Net Income	-25,424.36
<b>Total Equity</b>	<u>361,810.89</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>361,810.89</u></u>

**Downtown Burbank Partnership, Inc.**  
**Profit & Loss**  
January 2018

	<u>Jan 18</u>
Ordinary Income/Expense	
Expense	
Administrative & Other	
District Renewal	4,316.00
Total Administrative & Other	<u>4,316.00</u>
Events	
Winter Wine Walk	2,000.00
Downtown Fine Arts Fest	4.06
Total Events	<u>2,004.06</u>
Holiday Promotions	
Ice Rink	6,403.17
Total Holiday Promotions	<u>6,403.17</u>
Marketing and Promotions	
District Advertising	1,925.00
Total Marketing and Promotions	<u>1,925.00</u>
Materials & Supplies	
Reimbursements	79.13
Total Materials & Supplies	<u>79.13</u>
Security & Maintenance	
Maintenance	10,697.00
Total Security & Maintenance	<u>10,697.00</u>
Total Expense	<u>25,424.36</u>
Net Ordinary Income	<u>-25,424.36</u>
Net Income	<u><u>-25,424.36</u></u>

**Downtown Burbank Partnership, Inc.**  
**Profit & Loss Detail**  
January 2018

	<u>Date</u>	<u>Name</u>	<u>Memo</u>	<u>Paid Amount</u>	<u>Balance</u>
<b>Ordinary Income/Expense</b>					
<b>Expense</b>					
<b>Administrative &amp; Other</b>					
<b>District Renewal</b>					
	01/19/2018	Civitas	Monthly Renewal - December 2017	4,316.00	4,316.00
Total District Renewal				<u>4,316.00</u>	<u>4,316.00</u>
Total Administrative & Other				4,316.00	4,316.00
<b>Events</b>					
<b>Winter Wine Walk</b>					
	01/19/2018	Vox Media, Inc.	Winter Wine Walk Radio Ads	2,000.00	2,000.00
Total Winter Wine Walk				<u>2,000.00</u>	<u>2,000.00</u>
<b>Downtown Fine Arts Fest</b>					
	01/19/2018	United Site Services	Balance Due - Restroom Rental	4.06	4.06
Total Downtown Fine Arts Fest				<u>4.06</u>	<u>4.06</u>
Total Events				2,004.06	2,004.06
<b>Holiday Promotions</b>					
<b>Ice Rink</b>					
	01/19/2018	RuffHaus	2017 The Rink in DTNBUR	365.00	365.00
	01/19/2018	MetroMedia	2017 Burbank Ice Rink OFM Shelters	738.17	1,103.17
	01/19/2018	My Burbank, Inc.	Ice Rink ad on myBurbank.com #17122	300.00	1,403.17
	01/19/2018	Ice America	Ice Rink Final PMT	5,000.00	6,403.17
Total Ice Rink				<u>6,403.17</u>	<u>6,403.17</u>
Total Holiday Promotions				6,403.17	6,403.17
<b>Marketing and Promotions</b>					
<b>District Advertising</b>					
	01/19/2018	Southern California Media	Where Magazine Ad December 2017	1,925.00	1,925.00
Total District Advertising				<u>1,925.00</u>	<u>1,925.00</u>
Total Marketing and Promotions				1,925.00	1,925.00
<b>Materials &amp; Supplies</b>					
<b>Reimbursements</b>					
	01/19/2018	Marissa Minor	Reimbursement - Event Expense & Postage	79.13	79.13

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

January 2018

	Date	Name	Memo	Paid Amount	Balance
Total Reimbursements				79.13	79.13
Total Materials & Supplies				79.13	79.13
<b>Security &amp; Maintenance</b>					
<b>Maintenance</b>					
	01/19/2018	Blank Canvas LA	Starbucks Mural Deposit	5,000.00	5,000.00
	01/19/2018	A.S.D. Interiors	Design Hours for October and November	1,105.00	6,105.00
	01/19/2018	Stay Green Inc.	Trash Can and Bench Installatiion	4,592.00	10,697.00
Total Maintenance				10,697.00	10,697.00
Total Security & Maintenance				10,697.00	10,697.00
Total Expense				25,424.36	25,424.36
Net Ordinary Income				-25,424.36	-25,424.36
<b>Net Income</b>				<b>-25,424.36</b>	<b>-25,424.36</b>

**DOWNTOWN BURBANK P-BID BOARD MEETING  
MINUTES FOR MEETING OF January 11, 2018**

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

150 N, Third Street Burbank, CA 91502

Members Present: James O'Neill, Crown Realty & Development, **Vice Chair**  
Ted Slaughter, The Village Walk **Secretary**  
Frank Gangi, Gangi Development  
Barbara Holliday, Flappers Comedy Club  
Brett Warner, Lee and Associates

Members Absent: Michael Cusumano, Cusumano Real Estate Group, **Chair**  
Michael Wilford, **Treasurer**  
Amy Brown, The Burbank Town Center  
Justin Hess, Assistant City Manager  
Patrick Prescott, Community Development Director  
Dominick Scarola, North End Pizzeria

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

Members of the Public: Michael de Leon, Burbank Town Center Manager

The Board meeting was called to order at 9:05 a.m., Thursday January 11, 2018

**A. Roll Call:** A quorum was not present.

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

- PF Chang's at the Burbank Town Center has closed; a replacement tenant will be announced in the coming weeks.
- The Burbank Town Center façade improvements are still underway and have a projected completion date of April 2018.
- The Downtown Burbank Arts Festival is scheduled to take place on Saturday and Sunday April 14th and 15th.
- Staff introduced Michael de Leon, the new manager of the Burbank Town Center. Mr. de Leon will be absorbing the Board seat previously held by Amy Brown, and a formal Board vote on this item will take place at the next Board meeting.

**C. Public Comment**

There were no members of the public who wished to comment at this time.

**D. Strausberg Presentation**

Ezra Strausberg, Chelsea Kawahara, and David Abed from Strausberg made a presentation to the Board with a proposal for social media marketing management for the 2018 calendar year. Employing a marketing firm to manage Downtown Burbank's social media would allow for better community engagement, optimization of key performance indicators, and page performance reports. In addition to management of



the Downtown Burbank Facebook, Instagram, and Twitter pages, Strausberg is also recommending a \$500 a month advertising spend across social media channels. If approved, the annual contract would include an initial \$2,000 set-up fee, and a monthly management fee of \$1,500 in addition to the monthly advertising spend. The objective of this program is to increase consumer awareness of Downtown Burbank and cultivate a larger, more engaged following, ultimately resulting in increased traffic and consumer spending. Currently, the Partnership's social media accounts are managed by staff. Due to lack of quorum, the Board agreed to 'note and file' the presentation for review and vote at a future meeting.

**E. Ongoing Operational Issues**

Due to a lack of quorum, the meeting adjourned early; all remaining agenda items will be reviewed and discussed at a future Board meeting.

**A. Future Agenda Items**

The Board appointment of Michael de Leon, new manager of the Burbank Town Center, will take place at a future meeting.

**B. Next Scheduled Meeting: February 1, 2018**