

**Downtown Burbank Partnership
Meeting Agenda**

January 11, 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 November 2, 2017 meeting will be presented for approval.

F. TREASURER'S REPORT

ACTION ITEM

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

G. Social Media Program Proposal

ACTION ITEM

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

H. 2018 Budget

ACTION ITEM

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

I. Downtown Burbank Paseo Update

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

J. Burbank Beer Festival and Wine Walk Event Updates

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

K. On-going Operational Issues

ACTION ITEM

Staff will ask the Board to consider transferring \$95,000 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, and 2017 marketing consultant fees in the amount of \$35,000. For a list of additional operational expenses please see attached financial statements.

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: February 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 Slaughter, The Village Walk, Secretary 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

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 November 2, 2017**

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

HILTON GARDEN INN - 401 S. San Fernando Blvd. Burbank, CA 91502

Members Present: Michael Cusumano, Cusumano Real Estate Group, **Chair**
James O'Neill, Crown Realty & Development, **Vice Chair**
Michael Wilford, **Treasurer**
Ted Slaughter, The Village Walk **Secretary**
Justin Hess, Assistant City Manager
Patrick Prescott, Community Development Director
Dominick Scarola, North End Pizzeria
Brett Warner, Lee and Associates

Members Absent: Amy Brown, The Burbank Town Center
Frank Gangi, Gangi Development
Barbara Holliday, Flappers Comedy Club

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 9:00 a.m., Thursday November 2, 2017.

A. Roll Call

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

- The Burbank Winter Wine Walk will be held on November 18th from 12:00-8:00pm.
- The Economic Development Annual Report for 2016-17 was passed out to the Board. This report was debuted at the State of the City on October 25th and provides detailed information on potential developments in Downtown Burbank.
- Staff will be holding an Open House today from 10:00am-4:00pm for property owners in both the current and proposed expansion areas to share information regarding the renewal of the Partnership for a 10-year term from 2019-2029.

C. Public Comment

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

D. Approval of Minutes

The minutes for the meeting of October 5, 2017 were presented for approval. Dominick Scarola made a motion to approve the minutes as presented, seconded by Jim O'Neil; motion carried 8-0.

E. Treasurer's Report

ACTION ITEM

Michael Wilford presented financial statements for the month of October 2017 to the Board for review noting that the Board currently held \$485,000 in liabilities and equity

to date. Brett Warner made a motion to approve the treasurer's report as presented, seconded by Dominick Scarola; motion carried 8-0.

F. LaTerra Presentation

Chris Tortellotte, Richard Solaris, Abbas Fata, Renee Schlache from LaTerra Development made a presentation to the Board to request a letter of support for their proposed mixed-use development project. The project, which is slated for an 8-acre parcel adjacent to the Metrolink Station, will be located at 777 N. Front Street and will feature both a 300 key boutique contemporary hotel and 500+ residential units in addition to meeting space and a rooftop pool with amenities. Additionally, LaTerra will be proposing development of a 27,000 square foot park on adjacent City property that will create an element of community for the neighborhood and added connectivity between the Metrolink and Downtown Burbank. LaTerra reported that Burbank is experiencing a housing shortage with over 150,000 jobs and housing for about 40,000. Additionally, the Burbank Hotel market has an occupancy rate of nearly 90%, which also creates an opportunity for a new hotel that will bring more revenue to the City. For these reasons, LaTerra feels that this is an advantageous time for a development of this nature. After an opportunity for feedback from the board and a question and answer time with the LaTerra team, the board agreed to 'note and file' the presentation, and requested that LaTerra come back with their request once they were further along in their entitlement process.

G. Burbank Beer Festival and Wine Walk Event Update

Due to time constraints with the planned Open House meeting which was set to begin at 10:00am, the Burbank Beer Festival Event wrap-up was tabled for review at a future Board meeting.

H. Ongoing Operational Issues

ACTION ITEM

Staff asked the Board to consider transferring \$75,000 in funding from the PBID holding account to cover monthly maintenance fees in the amount of \$10,750, pre-approved district holiday décor expenses in the amount of \$45,000, and marketing consultant fees in the amount of \$16,920. For an itemized list, please refer to the PBID's financial statements. Michael Wilford made a motion for approval, seconded by Jim O'Neil; motion carried 8-0.

Jim O'Neil updated the Board on the on-going Burbank Town Center renovations reporting that the interior improvements to the mall would mostly be completed by Black Friday. Additionally, it was noted that both H&M and Cost Plus had signed leases and that the former Sport Chalet space was in negotiations to become a family entertainment use.

I. Future Agenda Items

There are no future agenda items to report at this time.

J. Next Scheduled Meeting: December 7, 2017.

Downtown Burbank Partnership, Inc.

Balance Sheet

As of January 5, 2018

Jan 5, 18

ASSETS

Current Assets

Checking/Savings

Checking account 69,612.78

City Treasurer 80,898.32

Money market 20,121.15

Total Checking/Savings 170,632.25

Total Current Assets 170,632.25

TOTAL ASSETS 170,632.25

LIABILITIES & EQUITY

Equity

Unrestrict (retained earnings) 170,632.25

Total Equity 170,632.25

TOTAL LIABILITIES & EQUITY 170,632.25

Downtown Burbank Partnership, Inc.
Profit & Loss

December 1, 2017 through January 5, 2018

Dec 1, '17 - Jan 5, 18

| | |
|----------------------------------|---------------------------|
| Ordinary Income/Expense | |
| Income | |
| Sponsorship | 325.00 |
| Interest | 29.17 |
| Total Income | <u>354.17</u> |
| Gross Profit | 354.17 |
| Expense | |
| Capital Improvements | |
| Holiday Decor | 475.00 |
| Total Capital Improvements | <u>475.00</u> |
| Administrative & Other | |
| District Renewal | 11,166.44 |
| Total Administrative & Other | <u>11,166.44</u> |
| Events | |
| Winter Wine Walk | 10,450.00 |
| Burbank Beer Festival | -23,637.50 |
| Total Events | <u>-13,187.50</u> |
| Holiday Promotions | |
| Ice Rink | 10,925.00 |
| Holiday Lightng | 45,335.13 |
| Total Holiday Promotions | <u>56,260.13</u> |
| Marketing and Promotions | |
| General Identity Banners | 550.00 |
| Marketing and Promotions - Other | 1,528.10 |
| Total Marketing and Promotions | <u>2,078.10</u> |
| Materials & Supplies | |
| Newsletter | 20.00 |
| Total Materials & Supplies | <u>20.00</u> |
| Security & Maintenance | |
| Maintenance | 105,909.54 |
| Total Security & Maintenance | <u>105,909.54</u> |
| Total Expense | <u>162,721.71</u> |
| Net Ordinary Income | <u>-162,367.54</u> |
| Net Income | <u><u>-162,367.54</u></u> |

Downtown Burbank Partnership, Inc. Profit & Loss Detail

December 1, 2017 through January 5, 2018

| | Date | Name | Memo | Paid Amount | Balance |
|-----------------------------------|------------|------------------------------|-------------------------------------|-------------|-----------|
| Ordinary Income/Expense | | | | | |
| Income | | | | | |
| Sponsorship | | | | | |
| | 12/11/2017 | Brown Hill Productions | Decor Reimbursement for Filming | 325.00 | 325.00 |
| Total Sponsorship | | | | 325.00 | 325.00 |
| Interest | | | | | |
| | 12/31/2017 | | Interest | 19.79 | 19.79 |
| | 12/31/2017 | | Interest | 9.38 | 29.17 |
| Total Interest | | | | 29.17 | 29.17 |
| Total Income | | | | 354.17 | 354.17 |
| Gross Profit | | | | 354.17 | 354.17 |
| Expense | | | | | |
| Capital Improvements | | | | | |
| Holiday Decor | | | | | |
| | 12/11/2017 | RuffHaus | Christmas Tree Panels | 475.00 | 475.00 |
| Total Holiday Decor | | | | 475.00 | 475.00 |
| Total Capital Improvements | | | | 475.00 | 475.00 |
| Administrative & Other | | | | | |
| District Renewal | | | | | |
| | 12/11/2017 | Civitas | Monthly Renewal Expenses - Oct 2017 | 4,316.00 | 4,316.00 |
| | 12/11/2017 | Civitas | Monthly Renewal Expenses - Nov 2017 | 4,600.44 | 8,916.44 |
| | 12/11/2017 | Bennett Engineering Services | Engineers Report Retainer | 2,250.00 | 11,166.44 |
| Total District Renewal | | | | 11,166.44 | 11,166.44 |
| Total Administrative & Other | | | | 11,166.44 | 11,166.44 |
| Events | | | | | |
| Winter Wine Walk | | | | | |
| | 12/11/2017 | Stay Green Inc. | Wine Walk Event Clean-Up | 1,620.00 | 1,620.00 |
| | 12/11/2017 | RuffHaus | 2017 Downtown Burbank Wine Walk | 1,550.00 | 3,170.00 |
| | 12/11/2017 | Los Angeles Magazine | Downtown Burbank Wine Walk Ad | 1,500.00 | 4,670.00 |
| | 12/11/2017 | California Beer Festival | 2017 - YELP Tickets | 900.00 | 5,570.00 |
| | 12/11/2017 | California Beer Festival | 2017 - Hotel Event Tickets | 2,880.00 | 8,450.00 |
| | 12/11/2017 | LocalWineEvents.com | Wine Walk E-Mail Blasts | 2,000.00 | 10,450.00 |
| Total Winter Wine Walk | | | | 10,450.00 | 10,450.00 |

Downtown Burbank Partnership, Inc. Profit & Loss Detail

December 1, 2017 through January 5, 2018

| | Date | Name | Memo | Paid Amount | Balance |
|---|------------|---------------------------|---|-------------------|-------------------|
| Burbank Beer Festival | | | | | |
| | 12/11/2017 | California Beer Festival | 2017 Seed Funding Return | -30,000.00 | -30,000.00 |
| | 12/11/2017 | Stay Green Inc. | Burbank Beer Festival Clean-Up | 1,620.00 | -28,380.00 |
| | 12/11/2017 | RuffHaus | 2017 Downtown Burbank Beer Festival | 1,232.50 | -27,147.50 |
| | 12/11/2017 | LA Weekly | 2017 Beer Fest Invoices | 1,500.00 | -25,647.50 |
| | 12/31/2017 | | 2017 Beer Advocate Ad | 2,010.00 | -23,637.50 |
| | | | | <u>-23,637.50</u> | <u>-23,637.50</u> |
| Total Burbank Beer Festival | | | | -23,637.50 | -23,637.50 |
| Total Events | | | | -13,187.50 | -13,187.50 |
| Holiday Promotions | | | | | |
| Ice Rink | | | | | |
| | 12/11/2017 | RuffHaus | 2017 The Rink in DTNBUR | 425.00 | 425.00 |
| | 12/11/2017 | Parks & Recreation Dept. | Full Page Ad in 2018 Winter Rec Guide | 500.00 | 925.00 |
| | 12/11/2017 | Seaside Ice, LLC | Ice Rink PMT 2/4 | 10,000.00 | 10,925.00 |
| | | | | <u>10,925.00</u> | <u>10,925.00</u> |
| Total Ice Rink | | | | 10,925.00 | 10,925.00 |
| Holiday Lightng | | | | | |
| | 12/22/2017 | Mobile Illumination, Inc. | 2017 Holiday Lighting and Decor Pmt 1/2 | 45,335.13 | 45,335.13 |
| | | | | <u>45,335.13</u> | <u>45,335.13</u> |
| Total Holiday Lightng | | | | 45,335.13 | 45,335.13 |
| Total Holiday Promotions | | | | 56,260.13 | 56,260.13 |
| Marketing and Promotions | | | | | |
| General Identity Banners | | | | | |
| | 12/11/2017 | AAA Flag & Banner | DTNBUR Banner Repairs | 550.00 | 550.00 |
| | | | | <u>550.00</u> | <u>550.00</u> |
| Total General Identity Banners | | | | 550.00 | 550.00 |
| Marketing and Promotions - Other | | | | | |
| | 12/11/2017 | RuffHaus | DTNBUR Newsletter | 1,140.00 | 1,140.00 |
| | 12/25/2017 | | December Facebook Marketing | 346.10 | 1,486.10 |
| | 12/30/2017 | | Monthly Animoto Fees | 42.00 | 1,528.10 |
| | | | | <u>1,528.10</u> | <u>1,528.10</u> |
| Total Marketing and Promotions - Other | | | | 1,528.10 | 1,528.10 |
| Total Marketing and Promotions | | | | 2,078.10 | 2,078.10 |
| Materials & Supplies | | | | | |
| Newsletter | | | | | |
| | 12/22/2017 | | Monthly Newsletter Fees | 20.00 | 20.00 |
| | | | | <u>20.00</u> | <u>20.00</u> |
| Total Newsletter | | | | 20.00 | 20.00 |
| Total Materials & Supplies | | | | 20.00 | 20.00 |

Downtown Burbank Partnership, Inc.
Profit & Loss Detail

December 1, 2017 through January 5, 2018

| | <u>Date</u> | <u>Name</u> | <u>Memo</u> | <u>Paid Amount</u> | <u>Balance</u> |
|-----------------------------------|-------------|------------------------------|--|---------------------------|---------------------------|
| Security & Maintenance | | | | | |
| Maintenance | | | | | |
| | 12/11/2017 | Blank Canvas LA | Sweety's Paseo Mural Final | 1,250.00 | 1,250.00 |
| | 12/11/2017 | Blank Canvas LA | MUD #2 Paseo Mural Deposit | 1,750.00 | 3,000.00 |
| | 12/11/2017 | Blank Canvas LA | MUD Paseo Mural Final | 2,044.00 | 5,044.00 |
| | 12/11/2017 | Schafer Electric | Pergola Electrical / Install for 5 Paseo's | 18,950.00 | 23,994.00 |
| | 12/11/2017 | Stay Green Inc. | Bollard Install | 6,535.00 | 30,529.00 |
| | 12/11/2017 | Stay Green Inc. | Downtown Burbank Paseo Planting | 12,227.00 | 42,756.00 |
| | 12/11/2017 | Stay Green Inc. | Paseo Re-Planting | 1,023.00 | 43,779.00 |
| | 12/11/2017 | Landscape Forms, Inc. | LF 0000094799 - Bins & Benches | 26,416.66 | 70,195.66 |
| | 12/11/2017 | Landscape Forms, Inc. | LF 0000095202 - Backless Benches | 22,013.88 | 92,209.54 |
| | 12/15/2017 | | December Monthly Maintenance | 11,950.00 | 104,159.54 |
| | 12/22/2017 | Blank Canvas LA | MUD #2 Paseo Mural Final | 1,750.00 | 105,909.54 |
| | | Total Maintenance | | <u>105,909.54</u> | <u>105,909.54</u> |
| | | Total Security & Maintenance | | <u>105,909.54</u> | <u>105,909.54</u> |
| | | Total Expense | | <u>162,721.71</u> | <u>162,721.71</u> |
| | | Net Ordinary Income | | <u>-162,367.54</u> | <u>-162,367.54</u> |
| | | Net Income | | <u>-162,367.54</u> | <u>-162,367.54</u> |