

**Downtown Burbank Partnership
Meeting Agenda**

March 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 February 1, 2018 Board meetings will be presented for approval.

F. TREASURER'S REPORT

ACTION ITEM

The Treasurer's report as of February 28, 2018 will be presented for approval.

G. Burbank International Film Festival Sponsorship Request

ACTION ITEM

Representatives from The Burbank International Film Festival (BIFF) will make a presentation to the Board requesting sponsorship for the 2018 Film Festival.

H. Robin Faulk Marketing Contract

ACTION ITEM

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

I. Downtown Burbank Renewal Update

Staff will update the Board on the District Renewal.

J. 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, marketing consultant fees in the amount of \$3,400, and renewal monthly fees in the amount of \$4,300. For a list of additional operational expenses please see attached financial statements.

K. 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.

L. ADJOURNMENT: Next tentative meeting: April 5, 2018

<u>Downtown Burbank Partnership, Inc. Board Members</u>	<u>Community Development Department Key Staff</u>
<p>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 Michael DeLeon, 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</p>	<p>Simone McFarland, Asst. Community Development Director Business & Economic Development Marketing Manager/Public Information Officer Mary Hamzoian, Economic Development Manager Marissa Minor, Economic Development Analyst Robin Faulk, Downtown Marketing Consultant</p>

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

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 P-BID BOARD MEETING
MINUTES FOR MEETING OF February 1, 2018**

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

150 N, Third Street Burbank, CA 91502

Members Present: Michael Cusumano, Cusumano Real Estate Group, **Chair**
James O'Neill, Crown Realty & Development, **Vice Chair**
Ted Slaughter, The Village Walk **Secretary**
Michael Wilford, **Treasurer**
Michael de Leon, Burbank Town Center Manager
Frank Gangi, Gangi Development
Patrick Prescott, Community Development Director
Brett Warner, Lee and Associates

Members Absent: Barbara Holliday, Flappers Comedy Club
Justin Hess, Assistant City Manager
Dominick Scarola, North End Pizzeria

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

Members of the Public: Madelyn Mongelli, Gordon Biersch Manager

The Board meeting was called to order at 9:03 a.m., Thursday February 1, 2018

A. Roll Call

B. Announcements: The following announcements were made by staff:
The Downtown Burbank Arts Festival is scheduled to take place on Saturday and Sunday April 14th and 15th.

C. Public Comment

Madelyn Mongelli, Gordon Biersch Manager introduced herself to the Board and announced that Gordon Biersch would be partnering with the Burbank Animal Shelter for a fundraiser on March 1st.

D. Approval of Minutes

ACTION ITEM

The minutes for the meetings of November 2, 2017 and January 11, 2018 were presented for approval. Frank Gangi made a motion to approve the minutes as presented, seconded by Jim O'Neil; motion carried 7-0.

E. Treasurer's Report

ACTION ITEM

Michael Wilford presented financial statements for the month of January 2018 to the Board for review noting that the Board currently held \$361,810 in liabilities and equity.

Frank Gangi made a motion to approve the treasurer's report as presented, seconded by Patrick Prescott; motion carried 7-0.

- F. Downtown Burbank Board Application ACTION ITEM**
Staff introduced Michael DeLeon, Manager of the Burbank Town Center (BTC). Mr. De Leon applied to fill the vacant Board seat formerly occupied by the previous BTC Manager, Amy Brown. The Board discussed the appointment, and Michael Cusumano made a motion to appoint Michael De Leon to the Partnership Board, seconded by Ted Slaughter; motion carried 7-0.
- G. Flappers Comedy Club Sponsorship Request ACTION ITEM**
Joshua Snyder from Flappers Comedy Club made a presentation to the Board requesting \$20,000 in funding for the 4th Annual Burbank Comedy Festival which will take place August 12-19, 2018. The Board opted to vote on sponsorship fund allocations once all sponsorship fund requests had been received and no action was taken at this time.
- H. 2018 Budget ACTION ITEM**
Staff reviewed the 2018 budget with the Board, noting that this is the final year of the 2014-2018 Management District Plan spending. Funding will need to be allocated from the current reserve funding in 2018 to pay for additional expenses including district renewal, event sponsorship, event production, and retail recruitment services. After review and discussion of the budget as presented, Ted Slaughter made a motion to approve the budget with a revised total of \$35,000 allocated to sponsorship funding, seconded by Brett Warner; motion carried 8-0.
- I. Social Media Program Proposal ACTION ITEM**
Staff presented a proposal for social media marketing management by Strausberg Group to the Board. With this proposal, Strausberg would manage Downtown Burbank's social media assets, enhance engagement, key performance indicators, and page performance. Michael Cusumano made a motion to approve the Social Media Program Proposal for 2018, seconded by Frank Gangi; motion carried 8-0.
- J. Robin Faulk Marketing Contract ACTION ITEM**
This item was postponed to the March 2018 agenda.
- K. Downtown Burbank Paseo Update**
Staff updated the Board on the five new district murals as well as installation of the remaining new benches and trash receptacles throughout Downtown. Plans for installation of lighting and pergola painting were discussed and are currently underway. These projects and improvements are all part of the larger capital improvements program to enhance Downtown Burbank and attract new visitors to the area.

L. Burbank Beer Festival and Wine Walk Updates

Staff provide an overview of the 2017 Burbank Beer Festival and Winter Wine Walk events. The third Annual Burbank Beer Festival was held on October 21st and sold more than 2,300 tickets, attracting crowds of more than 13,000 to enjoy the event's live music and free fall street fair. Ticketed attendance ran a little lower than 2016 in part due to other local events being held at the same time and in light of the recent events that had occurred in Las Vegas. While attendance was marginally lower, the street fair component of the event did grow exponentially, and 35 breweries were onsite serving 85 varieties of beer.

The second Annual Winter Wine Walk was held on November 18th and sold more than 1,600 tickets and attracted crowds of more than 8,000 to enjoy the event's live music, holiday street fair, and 'snowfall'. This year, 35 tasting locations were set up inside Downtown Burbank businesses with 60 varieties of local and regional wines. These events seek to target a new market of shoppers from an extended drive time which will assist in increasing revenues for merchants while generating awareness of Downtown Burbank as a visitor destination.

M. Ongoing Operational Issues

Staff asked 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 décor 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 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.

N. Future Agenda Items

Staff will bring back information to the Board on the development and adoption of a Sponsorship Policy.

O. Next Scheduled Meeting: March 1, 2018

Downtown Burbank Partnership, Inc.

Balance Sheet

As of February 28, 2018

Feb 28, 18

ASSETS

Current Assets

Checking/Savings

Checking account 27,684.20

City Treasurer 297,501.32

Money market 20,130.53

Total Checking/Savings 345,316.05

Total Current Assets 345,316.05

TOTAL ASSETS 345,316.05

LIABILITIES & EQUITY

Equity

Unrestrict (retained earnings) 387,235.25

Net Income -41,919.20

Total Equity 345,316.05

TOTAL LIABILITIES & EQUITY 345,316.05

Downtown Burbank Partnership, Inc.

Profit & Loss

January through February 2018

Jan - Feb 18

Ordinary Income/Expense	
Income	
Interest	9.38
Total Income	9.38
Gross Profit	9.38
Expense	
Administrative & Other	
District Renewal	8,632.00
Memberships	95.00
Total Administrative & Other	8,727.00
Events	
Winter Wine Walk	2,000.00
Downtown Fine Arts Fest	4.06
Total Events	2,004.06
Holiday Promotions	
Ice Rink	6,403.17
Total Holiday Promotions	6,403.17
Marketing and Promotions	
District Advertising	1,925.00
Marketing and Promotions - Other	537.90
Total Marketing and Promotions	2,462.90
Materials & Supplies	
Reimbursements	79.13
Newsletter	120.00
Total Materials & Supplies	199.13
Security & Maintenance	
Maintenance	22,132.32
Total Security & Maintenance	22,132.32
Total Expense	41,928.58
Net Ordinary Income	-41,919.20
Net Income	-41,919.20

Downtown Burbank Partnership, Inc.
Profit & Loss Detail

January through February 2018

	<u>Date</u>	<u>Name</u>	<u>Memo</u>	<u>Paid Amount</u>	<u>Balance</u>
Ordinary Income/Expense					
Income					
Interest					
	01/31/2018		Interest	9.38	9.38
Total Interest				<u>9.38</u>	<u>9.38</u>
Total Income				<u>9.38</u>	<u>9.38</u>
Gross Profit				9.38	9.38
Expense					
Administrative & Other					
District Renewal					
	01/19/2018	Civitas	Renewal Expenses - Dec 2017	4,316.00	4,316.00
	02/13/2018	Civitas	Renewal Expenses - Jan 2018	4,316.00	8,632.00
Total District Renewal				<u>8,632.00</u>	<u>8,632.00</u>
Memberships					
	01/17/2018		ICSC SoCal Conference 2-2018	95.00	95.00
Total Memberships				<u>95.00</u>	<u>95.00</u>
Total Administrative & Other				8,727.00	8,727.00
Events					
Winter Wine Walk					
	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>
Downtown Fine Arts Fest					
	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
Holiday Promotions					
Ice Rink					
	01/19/2018	RuffHaus	2017 The Rink in DTNBUR	365.00	365.00
	01/19/2018	MetroMedia Technologies Inc.	2017 Burbank Ice Rink Shelters	738.17	1,103.17
	01/19/2018	My Burbank, Inc.	Ice Rink ad on myBurbank.com	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

Downtown Burbank Partnership, Inc. Profit & Loss Detail

January through February 2018

	Date	Name	Memo	Paid Amount	Balance
Marketing and Promotions					
District Advertising					
	01/19/2018	Southern California Media Group	Where Mag Ad December 2017	1,925.00	1,925.00
	Total District Advertising			1,925.00	1,925.00
Marketing and Promotions - Other					
	01/02/2018		January 2018 Facebook Ad	495.90	495.90
	01/29/2018		January 2018 Animoto Fees	42.00	537.90
	Total Marketing and Promotions - Other			537.90	537.90
Total Marketing and Promotions				2,462.90	2,462.90
Materials & Supplies					
Reimbursements					
	01/19/2018	Marissa Minor	Reimbursement for Event Expenses	79.13	79.13
	Total Reimbursements			79.13	79.13
Newsletter					
	01/29/2018		January 2018 MailChimp	20.00	20.00
	02/13/2018	RuffHaus	Jan./Feb. Newsletter Design	100.00	120.00
	Total Newsletter			120.00	120.00
Total Materials & Supplies				199.13	199.13
Security & Maintenance					
Maintenance					
	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 Oct/Nov.	1,105.00	6,105.00
	01/19/2018	Stay Green Inc.	Trash Can/Bench Installatiion	0.00	6,105.00
	01/19/2018	Stay Green Inc.	CHK 3775 voided on 02/13/2018	4,592.00	10,697.00
	02/13/2018	Blank Canvas LA	Starbucks Mural Completion	5,000.00	15,697.00
	02/13/2018	Stay Green Inc.	Trash Can/Bench Installatiion	7,498.00	23,195.00
	02/13/2018	ProTec Building Services	Exterior Paint Collection INV	1,669.32	24,864.32
	02/13/2018	Stay Green Inc.	CHK 3775 voided on 02/13/2018	-4,592.00	20,272.32
	02/13/2018	Schafer Electric	Pergola Electrical Paseo's	20,810.00	41,082.32
	02/13/2018	Schafer Electric	CHK 3750 voided on 02/13/2018	-18,950.00	22,132.32
	Total Maintenance			22,132.32	22,132.32
Total Security & Maintenance				22,132.32	22,132.32
Total Expense				41,928.58	41,928.58

1:12 PM
02/23/18
Cash Basis

Downtown Burbank Partnership, Inc. Profit & Loss Detail

January through February 2018

Date	Name	Memo	Paid Amount	Balance
Net Ordinary Income			-41,919.20	-41,919.20
Net Income			-41,919.20	-41,919.20