

# Downtown Burbank Partnership

## Meeting Agenda

November 15, 2018 9:00 AM

City of Burbank, Community Services Building  
150 North Third Street, Room 301 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 October 4, 2018 Board meetings will be presented for approval.

F. **TREASURER'S REPORT** **ACTION ITEM**

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

G. **Downtown Burbank High Visibility Crosswalk Update**

Staff from the City's Transportation Department will update the Board on recently installed high visibility crosswalks in Downtown.

H. **Downtown Burbank Social Media Update**

Staff from Strausberg Marketing will present a quarterly update to the Board on social Media in Downtown Burbank.

I. **Downtown Burbank Leasing Update**

Staff will update the Board on current leasing activity in Downtown Burbank and give an update from the ICSC Western Deal Making Conference.

J. **Downtown Burbank Marketing and Wayfinding RFP** **ACTION ITEM**

Staff will present a Marketing and Wayfinding Request for Proposal (RFP) to the Board for review and approval.

***Staff Recommendation:*** Review and approve the Marketing and Wayfinding RFP, and direct staff to begin outreach for proposals in December 2018.

K. **Downtown Burbank Homeless Liaison Proposal** **ACTION ITEM**

Staff will present proposals for homeless liaison services in Downtown Burbank to commence in January 2019.

***Staff Recommendation:*** Staff recommends that the Board review the proposals for service and direct staff to move forward with a contract for homeless liaison services with the desired company for an annual not to exceed amount of \$90,000.

L. **Downtown Burbank Bookkeeping Proposal** **ACTION ITEM**

Staff will present a proposal for bookkeeping services from Teresa Mackey Consulting commencing January 2019.

**Staff Recommendation:** Staff recommends that the Board review and approve a contract for bookkeeping services with Teresa Mackey for 2019.

- M. City Services Agreement ACTION ITEM**  
 Staff will provide an amended service agreement between the City of Burbank and the Downtown Burbank Partnership for 2019-2028 to the Board for review.

**Staff Recommendation:** Staff recommends that the Board review and approve the revised City Services Agreement to be presented at City Council on December 11th.

- N. 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 \$11,950, marketing consultant fees in the amount of \$3,000, and Ice Rink Fees in the amount of \$15,000. 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: December 6, 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> 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	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

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 agenzied. 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 November 9, 2018

	<u>Nov 9, 18</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
Checking account	46,980.52
City Treasurer	91,875.10
Money market	4,154.28
<b>Total Checking/Savings</b>	<u>143,009.90</u>
<b>Total Current Assets</b>	<u>143,009.90</u>
<b>TOTAL ASSETS</b>	<u><u>143,009.90</u></u>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Equity</b>	
Unrestrict (retained earnings)	387,235.25
Net Income	<u>-244,225.35</u>
<b>Total Equity</b>	<u>143,009.90</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>143,009.90</u></u>

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

Date **January 1 through November 8, 2018**

Memo

Paid Amount

Balance

**Ordinary Income/Expense**

**Income**

**Misc. Income**

Date	Particulars	Memo	Paid Amount	Balance
03/16/2018	Burbank City Federal Credit Union	2018 Closed Acct. not on Balance Sheet BCFCU	1,698.18	1,698.18
	Total Misc. Income		1,698.18	1,698.18

**Sponsorship**

03/16/2018	California Beer Festival	2017 Burbank Beer Fetsival Income	494.94	494.94
03/16/2018	KIND Snacks	2017 Ice Rink Sponsorship	1,500.00	1,994.94
03/19/2018	Sponsor - Arts Fest	Arts Fest Booth Sponsor 2018	291.00	2,285.94
04/23/2018	Sponsor - Arts Fest	Starlight Bowl Booth for Arts Fest (1 Day)	300.00	2,585.94
04/24/2018	Sponsor - Arts Fest	2018 Arts Festival Booth Sponsor	485.20	3,071.14
05/08/2018	Sponsor - Arts Fest	Arts Fest Booth - NY Life	300.00	3,371.14
05/08/2018	Sponsor - Arts Fest	Arts Fest Booth - NY Life	200.00	3,571.14
05/08/2018	Sponsor - Arts Fest	Arts Fest Booth - Great Destinations	500.00	4,071.14
05/08/2018	Sponsor - Arts Fest	Arts Fest Vendor Booth - Luis Gonzales	150.00	4,221.14
05/08/2018	Visit Burbank	Beer Fest Sponsorship	30,000.00	34,221.14
05/08/2018	Visit Burbank	Wine Walk Sponsorship	10,000.00	44,221.14
06/11/2018	Sponsorship - Car Classic	2018 Food Vendor - Churro Stix	242.45	44,463.59
06/11/2018	Sponsorship - Car Classic	2018 Vendor - Renewal by Anderson	485.20	44,948.79
06/11/2018	Sponsorship - Car Classic	2018 Community/Sample - WingStop	242.45	45,191.24
07/13/2018	Sponsorship - Car Classic	Car Classic Booth - Perry's Collectibles	339.55	45,530.79
07/13/2018	Sponsorship - Car Classic	Car Classic Food Vendor - Cold Krush Sno Cones	242.45	45,773.24
07/13/2018	Sponsorship - Car Classic	Car Classic Booth - Quest for God	485.20	46,258.44
08/01/2018	Sponsorship - Car Classic	Car Classic Registration (1)	33.62	46,292.06
08/01/2018	Sponsorship - Car Classic	Car Classic Booth - Born Free Cycles	482.35	46,774.41
08/01/2018	Sponsorship - Car Classic	Car Classic Booth - Faith Granger	193.90	46,968.31
09/06/2018	Sponsorship - Car Classic	Car Classic Attendees - Eventbrite Payout	4,340.00	51,308.31
09/06/2018	Sponsorship - Car Classic	Car Classic Booth - Infinity by Marvin	500.00	51,808.31
09/06/2018	Sponsorship - Car Classic	Car Classic T Shirt Sponsorship - Story Tavern	1,000.00	52,808.31
09/06/2018	Sponsorship - Car Classic	Car Classic Booth - Burning Rubber	400.00	53,208.31
09/06/2018	Sponsorship - Car Classic	Car Classic Booth - Marianna Z Health Coach	500.00	53,708.31
09/06/2018	Sponsorship - Car Classic	Car Classic Booth - Great Destinations	500.00	54,208.31
09/06/2018	Sponsorship - Car Classic	Car Classic Booth - Johnn for Congress	500.00	54,708.31

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

Date	Page	Memo	Paid Amount	Balance
<b>January 1 through November 8, 2018</b>				
09/06/2018	Sponsorship - Car Classic	Car Classic Registration	35.00	54,743.31
09/06/2018	Sponsorship - Car Classic	Car Classic Registration	35.00	54,778.31
09/06/2018	Sponsorship - Car Classic	Car Classic Registration and T-Shirt (7)	301.00	55,079.31
09/06/2018	Sponsorship - Car Classic	Car Classic Registration (2)	50.00	55,129.31
09/06/2018	Sponsorship - Car Classic	Car Classic Registration (2)	50.00	55,179.31
09/06/2018	Sponsorship - Car Classic	Car Classic Registration (35) - Early Bird	875.00	56,054.31
09/06/2018	Sponsorship - Car Classic	Car Classic T-Shirt and Hat Sales	919.00	56,973.31
Total Sponsorship			56,973.31	56,973.31
<b>Interest</b>				
01/29/2018	Interest Income	Interest Income January 2018	368.72	368.72
01/31/2018		Interest	9.38	378.10
02/26/2018	Interest Income	February 2018 Interest Income	445.52	823.62
02/28/2018		Interest	8.48	832.10
03/26/2018	Interest Income	March 2018 Interest Income	430.71	1,262.81
03/31/2018		Interest	3.85	1,266.66
04/22/2018	Interest Income	Interest Income April 2018	277.32	1,543.98
04/30/2018		Interest	1.87	1,545.85
05/21/2018	Interest Income	Interest Income May 2018	521.56	2,067.41
05/31/2018		Interest	1.93	2,069.34
06/01/2018		Interest	1.87	2,071.21
06/15/2018	Interest Income	May 2018 Interest Income	638.32	2,709.53
06/15/2018	Interest Income	June 2018 Interest Income	484.36	3,193.89
06/15/2018	City Treasurer Adjustment	ADJ TO TREAS REPORT	3.82	3,197.71
07/01/2018		Interest	1.94	3,199.65
08/01/2018		Interest	1.93	3,201.58
08/30/2018	Interest Income	Interest Income August 2018	461.77	3,663.35
09/01/2018		Interest	1.88	3,665.23
09/28/2018	Interest Income	Interest Income September 2018	376.79	4,042.02
10/31/2018		Interest	6.77	4,048.79
Total Interest			4,048.79	4,048.79
<b>Assessments - Other properties</b>				
01/29/2018	All Other Assessments	January 2018 Assessment Income	56,006.46	56,006.46
02/28/2018	All Other Assessments	February 2018 Assessment Income	32,902.70	88,909.16

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

Date	Page	January 1 through November 8, 2018	Memo	Paid Amount	Balance
03/26/2018		All Other Assessments	March 2018 Assessment Income LAMTA	15,904.56	104,813.72
03/26/2018		All Other Assessments	March 2018 Assessment Income	10,538.68	115,352.40
04/23/2018		All Other Assessments	April 2018 Assessment Income	161,520.43	276,872.83
05/08/2018		All Other Assessments	Metro 2017 Assessment Payment	15,904.56	292,777.39
05/14/2018		All Other Assessments	May 2018 Assessment Income	76,889.79	369,667.18
06/22/2018			LAMTA rev. Mar. Income (Check deposit to Checking Acc)	-15,904.56	353,762.62
Total Assessments - Other properties				<u>353,762.62</u>	<u>353,762.62</u>
Total Income				<u>416,482.90</u>	<u>416,482.90</u>
Gross Profit				416,482.90	416,482.90
<b>Expense</b>					
<b>Acct. Balancing Adj.</b>					
01/01/2018		City Treasurer Adjustment	DEC'17 LEHMAN BROS SETTLEMENT PROCEEDS	-73.70	-73.70
Total Acct. Balancing Adj.				<u>-73.70</u>	<u>-73.70</u>
<b>Promotional Sponsorship</b>					
03/16/2018		Burbank Community YMCA	Sponsorship for 2017 Turkey Trot	15,000.00	15,000.00
06/11/2018		Flappers Comedy, LLC	Comedy Festival Sponsorship 2018	15,000.00	30,000.00
07/25/2018		Burbank International Film Festival	2018 Festival Sponsorship	15,000.00	45,000.00
Total Promotional Sponsorship				<u>45,000.00</u>	<u>45,000.00</u>
<b>State of California</b>					
07/25/2018		Franchise Tax Board	Downtown Burbank 20-0364210 - 2017 Taxes	10.00	10.00
Total State of California				<u>10.00</u>	<u>10.00</u>
<b>Capital Improvements</b>					
<b>Wi-Fi</b>					
07/18/2018			EPLUS TECHNOLOGY INC Wi-Fi Credit	-92.62	-92.62
07/20/2018			ARUBA AP 365 Updated Wi-Fi Infrastructure	20,373.23	20,280.61
Total Wi-Fi				<u>20,280.61</u>	<u>20,280.61</u>
Total Capital Improvements				<u>20,280.61</u>	<u>20,280.61</u>
<b>Administrative &amp; Other</b>					
<b>District Renewal</b>					
01/19/2018		Civitas	Monthly Renewal Expenses - December 2017	4,316.00	4,316.00
02/13/2018		Civitas	Monthly Renewal Expenses - January 2018	4,316.00	8,632.00
05/08/2018		Civitas	Monthly Renewal Expenses - February 2018	4,316.00	12,948.00
05/08/2018		Civitas	Monthly Renewal Expenses - March 2018	1,676.00	14,624.00

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

Date	Name	Memo	Paid Amount	Balance
<b>January 1 through November 8, 2018</b>				
05/08/2018	Civitas	Monthly Renewal Expenses - April 2018	4,316.00	18,940.00
05/08/2018	Bennett Engineering Services	Invoice #18037118 - Engineers Report Final PMT.	2,250.00	21,190.00
06/11/2018	Civitas	Monthly Renewal Expenses - May 2018	1,000.00	22,190.00
07/25/2018	Civitas	Final Renewal Expenses	496.80	22,686.80
10/18/2018	Civitas	July 2018 Renewal Expenses	1,338.50	24,025.30
Total District Renewal			24,025.30	24,025.30
<b>Memberships</b>				
01/17/2018		ICSC SoCal Conference 2-2018	95.00	95.00
02/01/2018		ICSC Membership Renewal M. Hamzoian	100.00	195.00
02/09/2018		CDA Conference Attendance- M.Minor	345.00	540.00
02/12/2018		Flight M. Minor for CDA Conference	127.97	667.97
02/21/2018		ICSC COnference - M. Hamzoian	640.00	1,307.97
03/12/2018		ICSC Membership - M. Minor	50.00	1,357.97
03/23/2018		CDA Hotel Expense M. Minor	393.14	1,751.11
04/20/2018		ICSC Hotel - M. Hamzoian	356.01	2,107.12
05/03/2018		ICSC Flight M. Hamzoian	495.96	2,603.08
05/08/2018	Marissa Minor	Reimbursement for Meals (3/14, 3/15)	60.78	2,663.86
05/08/2018	Marissa Minor	Reimbursement for Travel	93.56	2,757.42
05/24/2018		ICSC Hotel M. Hamzoian	819.31	3,576.73
05/25/2018		ICSC Taxi Transportation M. Hamzoian	57.92	3,634.65
05/25/2018		ICSC Meals M. Hamzoian	129.60	3,764.25
06/11/2018	California Downtown Association	Renewal of Membership for 2018 - M. Hamzoian	600.00	4,364.25
08/20/2018		ICSC October Conference M. Minor & M. Hamzoian	190.00	4,554.25
Total Memberships			4,554.25	4,554.25
<b>Accounting Services</b>				
03/16/2018	Turner, Warren, Hwang & Conrad	Inv #31181 - 2017 1099 Preperation	358.00	358.00
03/19/2018		Quickbooks Update	219.95	577.95
09/24/2018	Turner, Warren, Hwang & Conrad	Inv. #32311 - 2917 Tax Preperation	2,150.00	2,727.95
Total Accounting Services			2,727.95	2,727.95
<b>Adjustments Per City Treasurer</b>				
01/15/2018		JAN-18 Purchase Invoices USD	8.80	8.80
06/29/2018		MARKET VALUE ADJUSTMENT AS OF 6/30/18	3,261.22	3,270.02
06/29/2018	City Treasurer	Revenue Accruals for FY17-18 from August	-1,443.19	1,826.83



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

Date	Name	Memo	Paid Amount	Balance
<b>January 1 through November 8, 2018</b>				
06/29/2018	City Treasurer	AR ACCRUAL For JUN-AUG 18	-5,394.46	-3,567.63
06/29/2018	City Treasurer	APR'18 LEHMAN BROS SETTLEMENT PROCEEDS	-58.03	-3,625.66
Total Adjustments Per City Treasurer			-3,625.66	-3,625.66
<b>Salaries &amp; benefits</b>				
01/15/2018		January 2018 Salaries and Benefits	7,700.00	7,700.00
02/19/2018		February 2018 Salaries and Benefits	7,700.00	15,400.00
03/19/2018		March 2018 Salaries and Benefits	7,700.00	23,100.00
04/15/2018		Salaries and Benefits April 2018	7,700.00	30,800.00
05/14/2018		May 2018 Salaries and Benefits	7,700.00	38,500.00
06/15/2018		Salaries and Benefits June 2018	7,700.00	46,200.00
07/20/2018		Salaries and Benefits June 2018	7,700.00	53,900.00
08/27/2018		August 2017 Salary and Benefits	7,700.00	61,600.00
09/20/2018		September 2018 Salary and Benefits	7,700.00	69,300.00
10/19/2018		October 2018 Salary and Benefits	7,700.00	77,000.00
Total Salaries & benefits			77,000.00	77,000.00
<b>Insurance</b>				
05/08/2018	Philadelphia Insurance	Non-Profit Pkg 2018 Renewal	3,887.00	3,887.00
05/08/2018	Philadelphia Insurance	Non-Profit Umbrella 2018 Renewal	616.00	4,503.00
05/08/2018	Philadelphia Insurance	Flexi-Plus Five 2018 Renewal	3,934.00	8,437.00
Total Insurance			8,437.00	8,437.00
<b>Other</b>				
06/22/2018		Merchant/Owner Meeting Catering May 2018	92.30	92.30
Total Other			92.30	92.30
Total Administrative & Other			113,211.14	113,211.14
<b>Events</b>				
<b>Winter Wine Walk</b>				
01/19/2018	Vox Media, Inc.	Winter Wine Walk Radio Ads SIN013189	2,000.00	2,000.00
07/25/2018	RuffHaus	Wine Walk Updates	105.00	2,105.00
10/18/2018	RuffHaus	Wine Walk Poster/Transit/Ads	600.00	2,705.00
Total Winter Wine Walk			2,705.00	2,705.00
<b>Burbank Beer Festival</b>				
07/25/2018	RuffHaus	Beer Fest Updates	105.00	105.00
09/24/2018	MetroMedia Technologies Inc.	2018 Beer Fest Bus Shelters	341.44	446.44

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

Date	January 1 through	November 8, 2018	Memo	Paid Amount	Balance
09/24/2018	RuffHaus		Beer FEst Transit Sheltier	150.00	596.44
10/03/2018	DIG-Los Angeles		Beer Fest 1x1 Targeted FB Advertising	2,500.00	3,096.44
10/03/2018	California Beer Festival		2018 Seed Money & Sponsorship	40,000.00	43,096.44
10/11/2018			2018 KROQ Ticket Giveaway - Beer Fest	499.00	43,595.44
10/18/2018	Twin Valet Parking		2018 Burbank Beer Festival Shuttle Invoice	2,430.00	46,025.44
10/18/2018	RuffHaus		Beer Fest Postcard/Ads	950.00	46,975.44
10/24/2018			Beer Fest Hotel Rooms - CBF Staff	3,194.64	50,170.08
Total Burbank Beer Festival				50,170.08	50,170.08
<b>Downtown Burbank Car Classic</b>					
03/12/2018			2018 DTNBUR Car Classic Banner	174.00	174.00
06/11/2018	Fric-Frac Productions, Inc.		VIP DJ Payment 1/2 2018	4,620.00	4,794.00
06/11/2018	The Strausberg Group, Inc.		Car Classic Website Updates	750.00	5,544.00
06/11/2018	RuffHaus		Car Classic Application, Poster, Banner	1,935.00	7,479.00
06/29/2018			Fed Ex Shipping Fee - Car Classic Payment	19.98	7,498.98
07/19/2018	LADepartment of Public Health		Event Permit Fees - 2018 Car Classic	631.00	8,129.98
07/25/2018	Blanca Rose Laba		2018 Car Classic Balloons and Face Painting	800.00	8,929.98
07/25/2018	Fric-Frac Productions, Inc.		VIP DJ Payment 2/2 2018	4,620.00	13,549.98
07/25/2018	MetroMedia Technologies Inc.		2018 Car Classic Bus Shelters	341.37	13,891.35
07/25/2018	RuffHaus		Car Classic Kiosk, Newsletter, News Ad	930.00	14,821.35
07/27/2018			Car Classic DashCards	22.75	14,844.10
08/01/2018	Arlou Somo		2018 DTN Car Classic Chalk	300.00	15,144.10
08/01/2018	Shaina Joel		2018 DTN Car Classic Chalk	300.00	15,444.10
08/09/2018	Luigi Dubon		2018 Car Classic Photography	400.00	15,844.10
08/09/2018	Vehicle Effects		2018 Car Classic	2,750.00	18,594.10
08/09/2018	Dave Lindsay		#18419 - 2018 SoCal Car Culture Banner Ad	150.00	18,744.10
08/09/2018	The Corporate Gift Service		2018 Car Classic T-Shirts - #26310	4,770.48	23,514.58
08/09/2018	The Corporate Gift Service		2018 Car Classic Awards - #26305	229.96	23,744.54
08/24/2018			Car Classic Attendee Refund	25.00	23,769.54
09/07/2018	Susie Avetisyian		Car Classic Ice	13.14	23,782.68
09/07/2018	United Site Services		Car Classic Restroom Rental	746.58	24,529.26
09/07/2018	JCL Barricade		Invoice #96530 2018 Car Classic	13,207.26	37,736.52
09/07/2018	Luigi Dubon		2018 Car Classic Video	380.00	38,116.52
09/07/2018	My Burbank, Inc.		Car Classic Ad on myBurbank.com #18057	500.00	38,616.52

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

Date	Page	Memo	Paid Amount	Balance
<b>January 1 through November 8, 2018</b>				
09/24/2018	Stay Green Inc.	Invoice #109288 - Car Classic Cleanup	1,620.00	40,236.52
09/24/2018	Anderson Party Rentals, Inc.	Invoice #28080 - Car Classic Event Rentals	9,235.47	49,471.99
09/24/2018	Los Angeles Times	2018 Car Classic Ad - Inv. 000953991000	450.00	49,921.99
09/24/2018		2018 Car Classic Police Services	9,461.10	59,383.09
09/28/2018		Car Classic - Returned Check	60.00	59,443.09
10/18/2018	Robin Faulk	Water, Frames, Meals For Car Classic	181.74	59,624.83
Total Downtown Burbank Car Classic			59,624.83	59,624.83
<b>Downtown Fine Arts Fest</b>				
01/19/2018	United Site Services	Balance Due - Restroom Rental	4.06	4.06
04/13/2018		Over 21 Bracelets for Wine Garden	17.98	22.04
05/08/2018	Stay Green Inc.	Arts Festival - Maintenance Services	1,920.00	1,942.04
05/08/2018	My Burbank, Inc.	Arts Fest on myBurbank.com #18027	400.00	2,342.04
05/08/2018	Randall's Art	DTN Arts Fest Chalk	200.00	2,542.04
05/08/2018	Lury Norris	DTN Arts Fest Chalk	200.00	2,742.04
05/08/2018	Anderson Party Rentals, Inc.	Invoice #27813 - Arts Fest	1,915.78	4,657.82
05/08/2018	MetroMedia Technologies Inc.	2018 Arts Fest Bus Shelters	339.41	4,997.23
05/08/2018	RuffHaus	Arts Fest Marketing	2,530.00	7,527.23
06/11/2018	Robin Faulk	Meal Reimbursement	31.83	7,559.06
06/29/2018		PD - DOWNTOWN BURBANK ARTS FESTIVAL APRIL 1	2,613.00	10,172.06
10/18/2018	RuffHaus	2019 Arts Fest Save the Date	350.00	10,522.06
10/26/2018		2018 Save the Date Postcards	184.72	10,706.78
Total Downtown Fine Arts Fest			10,706.78	10,706.78
Total Events			123,206.69	123,206.69
<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 Technologies Inc.	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
03/12/2018		2018 DTNBUR Ice Rink Banner	174.00	6,577.17
07/27/2018		2016-17 Ice Rink Utility Billing	9,102.42	15,679.59
09/24/2018	RuffHaus	2018-19 Ice Rink Materials	450.00	16,129.59
Total Ice Rink			16,129.59	16,129.59

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

Date	Name	Memo	Paid Amount	Balance
<b>Holiday Lightitng</b>				
03/09/2018	Mobile Illumination, Inc.	2017 Holiday Lighting and Decor Pmt 2/2	45,335.13	45,335.13
Total Holiday Lightitng			45,335.13	45,335.13
Total Holiday Promotions			61,464.72	61,464.72
<b>Marketing and Promotions</b>				
<b>District Advertising</b>				
01/19/2018	Southern California Media Group	Where Magazine Advertisement December 2017	1,925.00	1,925.00
Total District Advertising			1,925.00	1,925.00
<b>Marketing Consultant Services</b>				
02/28/2018	Robin Faulk	Robin Faulk Marketing April 2017	3,384.00	3,384.00
02/28/2018	Robin Faulk	Robin Faulk Marketing May 2017	3,384.00	6,768.00
03/16/2018	Robin Faulk	Robin Faulk Marketing June 2017	3,384.00	10,152.00
03/16/2018	Robin Faulk	Robin Faulk Marketing July 2017	3,384.00	13,536.00
03/16/2018	Robin Faulk	Robin Faulk Marketing August 2017	3,384.00	16,920.00
03/16/2018	Robin Faulk	Robin Faulk Marketing September 2017	3,384.00	20,304.00
06/11/2018	Robin Faulk	Robin Faulk Marketing October 2017	3,384.00	23,688.00
06/11/2018	Robin Faulk	Robin Faulk Marketing November 2017	3,384.00	27,072.00
06/11/2018	Robin Faulk	Robin Faulk Marketing December 2017	3,384.00	30,456.00
10/18/2018	Robin Faulk	Robin Faulk Marketing January 2018	3,384.00	33,840.00
10/18/2018	Robin Faulk	Robin Faulk Marketing February 2018	3,384.00	37,224.00
10/18/2018	Robin Faulk	Robin Faulk Marketing March 2018	3,384.00	40,608.00
10/18/2018	Robin Faulk	Robin Faulk Marketing April 2018	3,384.00	43,992.00
10/18/2018	Robin Faulk	Robin Faulk Marketing May 2018	3,384.00	47,376.00
10/18/2018	Robin Faulk	Robin Faulk Marketing June 2018	3,384.00	50,760.00
Total Marketing Consultant Services			50,760.00	50,760.00
<b>Reimbursements</b>				
09/07/2018	Aram (Khoren) Martikyan	2014 Assessment Reimburesment	174.24	174.24
09/07/2018	Aram (Khoren) Martikyan	2015 Assessment Reimburesment	174.24	348.48
09/07/2018	Aram (Khoren) Martikyan	2016 Assessment Reimburesment	174.24	522.72
09/07/2018	Aram (Khoren) Martikyan	2017 Assessment Reimburesment	174.24	696.96
10/18/2018	Marissa Minor	Reimbursement for ICSC Parking	40.00	736.96
10/18/2018	Marissa Minor	Reimbursement for ICSC Mileage	30.52	767.48
Total Reimbursements			767.48	767.48

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

Date	Name	Memo	Paid Amount	Balance
<b>Advertising</b>				
09/07/2018	RuffHaus	Burbank Film Fest Ad	350.00	350.00
Total Advertising			350.00	350.00
<b>General Identity Banners</b>				
05/08/2018	AAA Flag & Banner	Invoice #226819 - DTNBUR Banner Repairs	1,102.25	1,102.25
10/18/2018	AAA Flag & Banner	Invoice #238855 - DTNBUR Banner Repairs	395.00	1,497.25
Total General Identity Banners			1,497.25	1,497.25
<b>Marketing and Promotions - Other</b>				
01/02/2018		January 2018 Facebook Marketing	495.90	495.90
01/29/2018		January 2018 Animoto Fees	42.00	537.90
02/15/2018		February 2018 Facebook Marketing	495.98	1,033.88
02/28/2018		February 2018 Animoto	42.00	1,075.88
03/12/2018		March Monthly Animoto Fees	42.00	1,117.88
03/16/2018	Buxton	Retail Recruitment Model Solution Final Pmt	25,000.00	26,117.88
03/20/2018		March 2018 Facebook Marketing	432.02	26,549.90
04/09/2018		April 2018 Facebook Marketing	621.83	27,171.73
04/23/2018		April Animoto Fees	42.00	27,213.73
05/04/2018		Facebook Marketing May 2018	502.30	27,716.03
05/08/2018	Burbank Printing	Annual Report Printing #38833	1,497.08	29,213.11
05/08/2018	Burbank Printing	Annual Report Printing #38692	248.02	29,461.13
05/08/2018	The Strausberg Group, Inc.	Social Media Start-Up Fee	2,000.00	31,461.13
05/08/2018	The Strausberg Group, Inc.	Social Media March 2018	1,500.00	32,961.13
05/08/2018	The Strausberg Group, Inc.	Social Media April 2018	1,500.00	34,461.13
05/08/2018	The Strausberg Group, Inc.	Social Media May 2018	1,500.00	35,961.13
05/08/2018	RuffHaus	Chamber Ad	85.00	36,046.13
05/08/2018	RuffHaus	Cover Wrap AR 2017-18	552.50	36,598.63
05/08/2018	RuffHaus	2017-18 Annual Report	5,750.00	42,348.63
05/28/2018		Monthly Animoto Expense	42.00	42,390.63
06/11/2018	Picnic Design	Invoice #7174 Mural Design	2,500.00	44,890.63
06/11/2018	The Strausberg Group, Inc.	Social Media June 2018	1,500.00	46,390.63
06/25/2018		Monthly Animoto June 2018	42.00	46,432.63
06/29/2018		Facebook Advertising June 2018	525.39	46,958.02
07/02/2018		July 2017 Facebook Marketing	480.60	47,438.62

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

Date	Name	Memo	Paid Amount	Balance
<b>January 1 through November 8, 2018</b>				
07/23/2018		July 2017 Animoto Subscription	42.00	47,480.62
07/25/2018	The Strausberg Group, Inc.	Social Media July 2018	1,500.00	48,980.62
07/25/2018	RuffHaus	Comedy Fest Program	350.00	49,330.62
08/03/2018		August 2018 Instagram Marketing	39.99	49,370.61
08/09/2018	The Strausberg Group, Inc.	Social Media August 2018	1,500.00	50,870.61
08/10/2018		August 2018 Animoto	42.00	50,912.61
08/30/2018		August 2018 Facebook Marketing	528.00	51,440.61
09/21/2018		September 2018 Facebook Marketing	624.82	52,065.43
09/24/2018	Picnic Design	Invoice #7189 Mural Design Final Pmt	2,500.00	54,565.43
09/24/2018	Picnic Design	Expanded Mural Design	1,170.00	55,735.43
10/01/2018		October 2018 Facebook Advertising	498.20	56,233.63
10/18/2018	The Strausberg Group, Inc.	Social Media September 2018	1,500.00	57,733.63
10/18/2018	The Strausberg Group, Inc.	Social Media October 2018	1,500.00	59,233.63
Total Marketing and Promotions - Other			59,233.63	59,233.63
Total Marketing and Promotions			114,533.36	114,533.36
<b>Materials &amp; Supplies</b>				
<b>Reimbursements</b>				
01/19/2018	Marissa Minor	Reimbursement for Event Expenses and Postage	79.13	79.13
06/11/2018	Mary Hamzoian	Reimbursement for Taxi and Meals ICSC	128.02	207.15
09/07/2018	Jerry Gutierrez	2014 Assessment Reimburesment	174.24	381.39
09/07/2018	Jerry Gutierrez	2015 Assessment Reimburesment	174.24	555.63
09/07/2018	Jerry Gutierrez	2016 Assessment Reimburesment	174.24	729.87
10/18/2018	Mary Hamzoian	Reimbursement for ICSC Parking	20.00	749.87
10/18/2018	Mary Hamzoian	Reimbursement for ICSC Mileage	30.52	780.39
Total Reimbursements			780.39	780.39
<b>Postage</b>				
03/23/2018		Stamps for SASE	186.50	186.50
Total Postage			186.50	186.50
<b>Newsletter</b>				
01/29/2018		January 2018 MailChimp Newsletter Fees	20.00	20.00
02/13/2018	RuffHaus	Janaury and February Newsletter Design	100.00	120.00
02/28/2018		February 2018 Newsletter Subscription	20.00	140.00
03/12/2018		March 2018 Monthly Newsletter	20.00	160.00

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

Date	January 1 through November 8, 2018	Memo	Paid Amount	Balance
04/23/2018		April 2018 Newsletter	20.00	180.00
05/08/2018	RuffHaus	March Newsletter Design	50.00	230.00
05/29/2018		May 2018 Newsletter	20.00	250.00
06/11/2018	RuffHaus	June Newsletter	50.00	300.00
06/29/2018		Monthly Newsletter June 2018	20.00	320.00
07/20/2018		July 2018 Newsletter Expenses	20.00	340.00
07/25/2018	RuffHaus	July Newsletter	50.00	390.00
08/28/2018		July 2017 Newsletter Fees	20.00	410.00
09/07/2018	RuffHaus	August Newsletter	50.00	460.00
09/21/2018		September 2018 Monthly Newsletter	20.00	480.00
09/24/2018	RuffHaus	September Newsletter	50.00	530.00
10/18/2018	RuffHaus	October Newsletter	50.00	580.00
10/29/2018		October 2018 Monthly Newsletter Fees	20.00	600.00
Total Newsletter			600.00	600.00
<b>Website maintenance</b>				
03/12/2018		Website Renewal DTNBUR.com	119.02	119.02
04/23/2018		April 2018 Website Updates	353.80	472.82
08/24/2018		Website Renewal	49.00	521.82
08/30/2018		Website Renewal DTNBUR.com	696.00	1,217.82
10/09/2018		DTNBUR Website Renewals	550.00	1,767.82
Total Website maintenance			1,767.82	1,767.82
<b>Materials &amp; Supplies - Other</b>				
02/26/2018		Stamps for SASE Mailing	43.74	43.74
03/19/2018		Envelopes for Renewal Mailing	35.02	78.76
07/27/2018		Coffee for PBID Meeting	17.95	96.71
Total Materials & Supplies - Other			96.71	96.71
Total Materials & Supplies			3,431.42	3,431.42
<b>Security &amp; Maintenance</b>				
<b>Maintenance</b>				
01/15/2018		January 2018 Utility Billing	14.95	14.95
01/15/2018		December 2017 Maintenance	11,950.00	11,964.95
01/19/2018	Blank Canvas LA	Starbucks Mural Deposit	5,000.00	16,964.95
01/19/2018	A.S.D. Interiors	Design Hours for October and November	1,105.00	18,069.95

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

Date	January 1 through November 8, 2018	Memo	Paid Amount	Balance
01/19/2018	Stay Green Inc.	Trash Can and Bench Installatiion	0.00	18,069.95
01/19/2018	Stay Green Inc.	For CHK 3775 voided on 02/13/2018	4,592.00	22,661.95
02/05/2018		February 2018 Utility Billing	14.87	22,676.82
02/13/2018	Blank Canvas LA	Starbucks Mural Completion	5,000.00	27,676.82
02/13/2018	Stay Green Inc.	Trash Can and Bench Installatiion	7,498.00	35,174.82
02/13/2018	ProTec Building Services	Exterior Paint work at The Collection INV #165826	1,669.32	36,844.14
02/13/2018	Stay Green Inc.	For CHK 3775 voided on 02/13/2018	-4,592.00	32,252.14
02/13/2018	Schafer Electric	For CHK 3750 voided on 02/13/2018	-18,950.00	13,302.14
03/09/2018	Blank Canvas LA	Made in Burbank Mural Completion	0.00	13,302.14
03/09/2018	Larry Bisordi Painting Company	Painting of Six Downtown Pergolas	11,000.00	24,302.14
03/09/2018	Blank Canvas LA	For CHK 3785 voided on 03/09/2018	5,000.00	29,302.14
03/09/2018	Blank Canvas LA	For CHK 3785 voided on 03/09/2018	-5,000.00	24,302.14
03/12/2018		January 2018 Maintenance	11,950.00	36,252.14
03/16/2018	Schafer Electric	Pergola Electrical and Install for 5 Paseo's	20,810.00	57,062.14
03/26/2018		March 2018 Utility Billing	14.41	57,076.55
04/20/2018		April 2018 Utility Fees	13.63	57,090.18
05/07/2018		February 2018 Maintenance	11,950.00	69,040.18
05/08/2018	Marissa Minor	Reimbursement for Light Bulbs	44.27	69,084.45
05/14/2018		March and April Maintenance	23,900.00	92,984.45
05/21/2018		May 2018 Utility Billing	13.75	92,998.20
06/11/2018	Stay Green Inc.	Invoice #106541 - Move Benches on Magnolia	500.00	93,498.20
06/11/2018	RuffHaus	Mural Rendering	350.00	93,848.20
06/22/2018		May and June 2018 Monthly Miantenance	23,900.00	117,748.20
06/29/2018		Utility Fees June 2018	14.03	117,762.23
07/25/2018	Blank Canvas LA	Market City Caffé Mural Deposit	1,900.00	119,662.23
07/25/2018	Blank Canvas LA	Market City Caffé Mural Completion	1,900.00	121,562.23
07/25/2018	Blank Canvas LA	BTC Mural Deposit	4,920.00	126,482.23
07/25/2018	Schafer Electric	Pergola String Lighting Electrical and Install	22,435.00	148,917.23
08/09/2018	Blank Canvas LA	MCC Mural Extension	1,500.00	150,417.23
08/24/2018		May 2018 Stay Green Maintenance	11,950.00	162,367.23
09/17/2018		June 2018 Stay Green Maintenance	11,950.00	174,317.23
09/24/2018	Stay Green Inc.	Invoice #100294 - Trash Can Install	375.00	174,692.23
09/24/2018	Blank Canvas LA	BTC Mural - Final Pmt.	4,920.00	179,612.23



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

	Date	January 1 through November 8, 2018	Memo	Paid Amount	Balance
Total Maintenance				179,612.23	179,612.23
<b>Security &amp; Maintenance - Other</b>					
	08/24/2018		Utility Fees August 2018	15.93	15.93
	09/28/2018		Utility Fees September 2018	15.85	31.78
Total Security & Maintenance - Other				<u>31.78</u>	<u>31.78</u>
Total Security & Maintenance				<u>179,644.01</u>	<u>179,644.01</u>
Total Expense				<u>660,708.25</u>	<u>660,708.25</u>
Net Ordinary Income				<u>-244,225.35</u>	<u>-244,225.35</u>
<b>Net Income</b>				<u><u>-244,225.35</u></u>	<u><u>-244,225.35</u></u>

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

January 1 through November 9, 2018

	<u>Jan 1 - Nov 9, 18</u>
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
Misc. Income	1,698.18
Sponsorship	56,973.31
Interest	4,048.79
Assessments - Other properties	353,762.62
<b>Total Income</b>	<u>416,482.90</u>
<b>Gross Profit</b>	416,482.90
<b>Expense</b>	
Acct. Balancing Adj.	-73.70
Promotional Sponsorship	45,000.00
State of California	10.00
<b>Capital Improvements</b>	
Wi-Fi	20,280.61
<b>Total Capital Improvements</b>	<u>20,280.61</u>
<b>Administrative &amp; Other</b>	
District Renewal	24,025.30
Memberships	4,554.25
Accounting Services	2,727.95
Adjustments Per City Treasurer	-3,625.66
Salaries & benefits	77,000.00
Insurance	8,437.00
Other	92.30
<b>Total Administrative &amp; Other</b>	<u>113,211.14</u>
<b>Events</b>	
Winter Wine Walk	2,705.00
Burbank Beer Festival	50,170.08
Downtown Burbank Car Classic	59,624.83
Downtown Fine Arts Fest	10,706.78
<b>Total Events</b>	<u>123,206.69</u>
<b>Holiday Promotions</b>	
Ice Rink	16,129.59
Holiday Lightng	45,335.13
<b>Total Holiday Promotions</b>	<u>61,464.72</u>
<b>Marketing and Promotions</b>	
District Advertising	1,925.00
Marketing Consultant Services	50,760.00
Reimbursements	767.48
Advertising	350.00
General Identity Banners	1,497.25
Marketing and Promotions - Other	59,233.63
<b>Total Marketing and Promotions</b>	<u>114,533.36</u>
<b>Materials &amp; Supplies</b>	
Reimbursements	780.39

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

January 1 through November 9, 2018

Jan 1 - Nov 9, 18

Postage	186.50
Newsletter	600.00
Website maintenance	1,767.82
Materials & Supplies - Other	96.71
<b>Total Materials &amp; Supplies</b>	<b>3,431.42</b>
<b>Security &amp; Maintenance</b>	
Maintenance	179,612.23
Security & Maintenance - Other	31.78
<b>Total Security &amp; Maintenance</b>	<b>179,644.01</b>
<b>Total Expense</b>	<b>660,708.25</b>
<b>Net Ordinary Income</b>	<b>-244,225.35</b>
<b>Net Income</b>	<b>-244,225.35</b>

**DOWNTOWN BURBANK P-BID BOARD MEETING  
MINUTES FOR MEETING OF October 4, 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**  
Ted Slaughter, The Village Walk **Secretary**  
James O'Neil, Crown Realty & Development, **Vice Chair**  
Frank Gangi, Gangi Development  
Barbara Holliday, Flappers Comedy Club  
Brett Warner, Lee and Associates  
Patrick Prescott, Community Development Director

Members Absent: Michael Wilford, **Treasurer**  
Michael de Leon, Burbank Town Center Manager  
Justin Hess, Assistant City Manager  
Dominick Scarola, North End Pizzeria

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

The Board meeting was called to order at 9:05 a.m., Thursday October 4, 2018. There was not a quorum at this time.

**A. Roll Call**

**B. Announcements**

- Staff presented images of the completed Burbank Town Center mural.
- 2017-18 Economic Development Annual Reports were distributed to the Board.
- It was noted that staff would be attending the ICSC Retail Real-Estate conference at the LA Convention Center October 9th-11th.
- Staff also noted that various contracts for the renewed 2019 District including: homelessness assistance, marketing and wayfinding, and holiday décor would be presented to the Board for review November – January.

**C. Public Comment**

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

**D. Downtown Burbank Car Classic Update**

Staff provided a wrap-up of the August 4th Downtown Burbank Car Classic to the Board. This year's event brought in more than 200 vehicles and 22 event vendors to Downtown. The 2018 Car Classic VIP Block hosted vehicles from the World Famous West Coast Customs, Vehicle Effects, Unique Twist, and Movie Machines. An estimated 22,000 visitors attended the event, the highest Downtown Burbank event attendance to date. Merchant feedback from the event was positive, with most reporting increased sales and shoppers in comparison to the previous weekend. Approximately 76% of attendees surveyed at the event reported that they would be

dining in Downtown Burbank that day, and 69% of those surveyed stated they would be shopping in Downtown during the event. Media and advertising for the event reached 5.2 million via social media, digital web banners, and outdoor advertising.

**E. Downtown Burbank Beer Festival and Wine Walk Update**

The fourth Annual Burbank Beer Festival, co-produced with the CA Beer Festival (CBF) will take place on Saturday October 20th. This year ticket sales are on track to match last year's sales of 2,300. The event will feature 35 breweries and three tasting blocks with two event blocks highlighting fall craft vendors. Downtown Burbank again received \$30,000 in sponsorship funding from Visit Burbank which will allow for 3 shuttles (one more than 2017) to connect the event site with the City's hotels during the festival. Visit Burbank also supported the event offering two tickets to session one of the event for guests who stay in Burbank hotels on October 20th. Visit Burbank will cover the cost of this marketing opportunity, and Downtown Burbank will be covering the cost of the promotional tickets. Staff noted that with diminishing ticket sales, they will be looking into additional promotional opportunities to grow and transform this event for 2019 such as the inclusion of different musical acts or other event components.

This year Downtown Burbank will co-host the third annual Winter Wine Walk on Saturday November 17th. This event is growing in all aspects with new event vendors and wineries coming on board and an increase in event ticket sales. New this year, CBF will work with the Burbank Town Center to create a VIP area on the Town Center's dining terrace with specialty tastings and food sampling available to those who pay a higher ticket price. For this event, Downtown Burbank received \$10,000 in sponsorship from Visit Burbank for marketing to drive-time markets and local hubs. Visit Burbank also supports this event offering two event tickets to guests who stay in Burbank hotels on November 17th. Visit Burbank will cover the cost of this marketing opportunity, and Downtown Burbank will be covering the cost of the promotional tickets.

**F. Ongoing Operational Issues**

**ACTION ITEM**

Staff asked the Board to consider transferring \$90,000 in funding from the PBID holding account to cover monthly maintenance fees in the amount of \$11,950, \$40,000 in Beer Festival event expenses, and Board approved expenses in the amount of \$38,000. For a list of additional operational expenses please see attached financial statements. Jim O'Neil made a motion for approval, seconded by Frank Gangi; motion carried 7-0.

**G. Next Scheduled Meeting: November 8, 2018.**