

**Downtown Burbank Partnership  
Meeting Agenda**

**February 21, 2019 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 January 17, 2019 Board meeting will be presented for approval.

**F. TREASURER'S REPORT**

**ACTION ITEM**

The Treasurer's report as of February 15, 2019 will be presented for approval.

**G. Downtown Burbank Leasing and Development Update**

Staff will update the Board on current development projects in Downtown Burbank.

**H. 2018 Downtown Burbank Beer Festival and Winter Wine Walk Update and 2019 Event Calendar**

Staff will provide an update on the 2018 Burbank Beer Festival and Winter Wine Walk events, and will discuss events planned for 2019.

**I. Downtown Burbank 2019 Budget**

**ACTION ITEM**

Staff will present the 2019 PBID Budget to the Board for review and approval. The Board will review and approve program expenditures for the year including those for holiday décor, special events, and district maintenance.

*Staff Recommendation: Review and approve the 2019 budget as presented.*

**J. Downtown Burbank Sponsorship Application**

**ACTION ITEM**

Staff will present a PBID Sponsorship Application Process to the Board for a formal review process of the sponsorships provided to outside organizations through the PBID.

*Staff Recommendation: Review and approve the PBID Sponsorship Application as presented. Temporarily discontinue outgoing sponsorships and use funds for district wide marketing and capital improvements.*

**K. On-going Operational Issues**

**ACTION ITEM**

Staff will ask the Board to consider transferring \$15,000 in funding from the PBID holding account to cover monthly maintenance fees in the amount of \$12,000, marketing consultant fees of \$3,000. For a list of additional operational expenses please see attached financial statements.

*Staff Recommendation: Approve the recommended funding request for \$15,000.*

**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: March 2019**

<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 P-BID BOARD MEETING  
MINUTES FOR MEETING OF January 17, 2019**

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'Neil, 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  
Justin Hess, Assistant City Manager  
Barbara Holliday, Flappers Comedy Club

Members Absent: Patrick Prescott, Community Development Director  
Dominick Scarola, North End Pizzeria  
Brett Warner, Lee and Associates

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

The Board meeting was called to order at 9:03 a.m., Thursday January 17, 2019.

**A. Roll Call**

**B. Announcements**

- The new Shake shack at San Fernando and Orange Grove is now open.

**C. Public Comment**

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

**D. Response to Public Comment**

There were no members of the public and therefore no public comment.

**E. Approval of Minutes**

**ACTION ITEM**

The minutes for the meeting of November 15, 2018, were presented for approval. Frank Gangi made a motion to approve the minutes as presented, seconded by Jim O'Neil; motion carried 8-0.

**F. Treasurer's Report**

**ACTION ITEM**

The treasurer's report for December 2018 was presented to the Board for review and approval. Michael DeLeon made a motion to approve the report as presented, seconded by Frank Gangi; motion carried 8-0.

**G. Downtown Burbank Leasing Update**

Mary Hamzoian provided the Board with an update on citywide leasing activity including opening dates and information on: Tesla, Le Pain Quidion, Bob's Discount Furniture, Burgerim, Chick-Fil-A, Shake Shack, and Blink Fitness.

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

Steve Hillard and Alex Duran from Street Plus made a presentation to the Board for a Hospitality and Social Outreach Program. This Program would now encompass hospitality services to guests and visitors and outreach to homeless individuals in Downtown. The Board asked that Street Plus develop a special list of objectives unique to Burbank that can be reported back to the Board quarterly. Property and business owner satisfaction surveys were also recommended to determine the quality of the Program once it has been in place for a few months. After a review of the contract scope and cost, the Board agreed to enter into a contract for services that would begin in March 2019.

Staff then noted that there may be a future opportunity to combine services with the City's Transportation Department to cut overhead costs. Staff will explore this option, and if a cost savings is available, it will be implemented into the contract. Ted Slaughter made a motion to approve a contract for service with a not to exceed amount of \$190,000 annually and give authority to the Board Chair to sign off on the contract once approved by the City Attorney, seconded by Frank Gangi; motion carried 8-0.

**I. Downtown Burbank Marketing and Wayfinding RFP**

Staff provided an update on the Marketing and Wayfinding RFP noting that fifteen applications had been received. Staff will create a shortlist of candidates for review, and the Marketing and Wayfinding RFP Subcommittee will interview the short list of firms and provide the Board with a recommendation.

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

Board members Patrick Prescott, Frank Gangi, and Michael DeLeon volunteered to serve on the Marketing and Wayfinding consultant Subcommittee. The Board also recommended that Brett Warner be offered an opportunity to serve on the Subcommittee. Michael Wilford made a motion to approve the four recommended Subcommittee members, pending Mr. Warner's acceptance of the role, seconded by Jim O'Neil; motion carried 8-0.

**K. Downtown Burbank Marketing Consultant Services ACTION ITEM**

Staff updated the Board on the contract for Robin Faulk Marketing Consultant Services which ended in December 2018, recommending that the Board consider approval of a month-to-month contract with Mr. Faulk through February 2019 while it is determined if Mr. Faulk will continue working with the PBID. Jim O'Neil made a motion for approval of a month-to-month contract for Robin Faulk, seconded by Michael DeLeon; motion carried 8-0.

**L. Operational Issues ACTION ITEM**

Staff asked the Board to consider transferring \$70,000 in funding from the PBID

holding account to cover monthly maintenance fees in the amount of \$12,000, marketing consultant fees in the amount of \$8,000, and remaining Holiday Décor fees in the amount of \$50,000. For a list of additional operational expenses please see attached financial statements. Michael Wilford made a motion for approval, seconded by Jim O'Neil; motion carried 8-0.

**M. Future Agenda Items:**

- a. Event Updates
- b. RFP Presentation
- c. Sponsorship Policy
- d. Status of Development Projects in Downtown
- e. Maintenance Update
- f. Budget Discussion and Approval

**N. Next Scheduled Meeting: February 2019**

# Downtown Burbank Partnership

## BALANCE SHEET

As of February 15, 2019

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
Checking account	26,621.23
City Treasurer	231,833.54
Money Market	4,158.09
<b>Total Bank Accounts</b>	<b>\$262,612.86</b>
<b>Total Current Assets</b>	<b>\$262,612.86</b>
<b>TOTAL ASSETS</b>	<b>\$262,612.86</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
<b>Total Liabilities</b>	
Equity	
Unrestrict (retained earnings)	353,021.50
Net Income	-90,408.64
<b>Total Equity</b>	<b>\$262,612.86</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$262,612.86</b>

# Downtown Burbank Partnership

## PROFIT AND LOSS

January 1 - February 15, 2019

	TOTAL
Income	
Event Income	
Sponsorship	32,692.55
<b>Total Event Income</b>	<b>32,692.55</b>
<b>Total Income</b>	<b>\$32,692.55</b>
GROSS PROFIT	<b>\$32,692.55</b>
Expenses	
Administrative & Other	
District Consultants	16,920.00
District Renewal	3,384.00
<b>Total Administrative &amp; Other</b>	<b>20,304.00</b>
Capital Improvements	
Art and Mural Program	2,600.00
Holiday Decor	90,670.26
<b>Total Capital Improvements</b>	<b>93,270.26</b>
Marketing and Promotions	3,335.99
Advertising	173.98
Events	
Ice Rink	5,965.00
<b>Total Events</b>	<b>5,965.00</b>
Newsletter	80.00
<b>Total Marketing and Promotions</b>	<b>9,554.97</b>
<b>Total Expenses</b>	<b>\$123,129.23</b>
NET OPERATING INCOME	<b>\$ -90,436.68</b>
Other Income	
Interest	28.04
<b>Total Other Income</b>	<b>\$28.04</b>
NET OTHER INCOME	<b>\$28.04</b>
NET INCOME	<b>\$ -90,408.64</b>

# Downtown Burbank Partnership

## PROFIT AND LOSS DETAIL

January 1 - February 15, 2019

DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	SPLIT	AMOUNT	BALANCE
Ordinary Income/Expenses							
Income							
Event Income							
Sponsorship							
01/16/2019	Deposit		Sponsorship - Ice Rink	2018-19 Ice Rink Sponsorship (Welk Resorts)	Checking account	7,200.00	7,200.00
01/16/2019	Deposit		Sponsorship - OktoBURfest	2018 Beer Fest Seed Funding Return and Income	Checking account	25,492.55	32,692.55
<b>Total for Sponsorship</b>						<b>\$32,692.55</b>	
<b>Total for Event Income</b>						<b>\$32,692.55</b>	
<b>Total for Income</b>						<b>\$32,692.55</b>	
Expenses							
Administrative & Other							
District Consultants							
01/16/2019	Check	3874	Robin Faulk	Robin Faulk Marketing Oct 2018	Checking account	3,384.00	3,384.00
01/16/2019	Check	3874	Robin Faulk	Robin Faulk Marketing Aug 2018	Checking account	3,384.00	6,768.00
01/16/2019	Check	3874	Robin Faulk	Robin Faulk Marketing July 2018	Checking account	3,384.00	10,152.00
01/16/2019	Check	3874	Robin Faulk	Robin Faulk Marketing Sept 2018	Checking account	3,384.00	13,536.00
01/16/2019	Check	3874	Robin Faulk	Robin Faulk Marketing Dec 2018	Checking account	3,384.00	16,920.00
<b>Total for District Consultants</b>						<b>\$16,920.00</b>	
District Renewal							
01/16/2019	Check	3874	Robin Faulk	Robin Faulk Marketing Nov 2018	Checking account	3,384.00	3,384.00
<b>Total for District Renewal</b>						<b>\$3,384.00</b>	
<b>Total for Administrative &amp; Other</b>						<b>\$20,304.00</b>	
Capital Improvements							
Art and Mural Program							
01/16/2019	Check	3876	Blank Canvas LA	Flappers Mural - Deposit	Checking account	2,600.00	2,600.00
<b>Total for Art and Mural Program</b>						<b>\$2,600.00</b>	
Holiday Decor							



DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	SPLIT	AMOUNT	BALANCE
01/22/2019	Check	3879	Mobile Illumination, Inc.	2018 Holiday Lighting and Decor Pmt 1/2	Checking account	45,670.26	45,670.26
02/13/2019	Check	3881	Mobile Illumination, Inc.	2018 Holiday Lighting and Decor Pmt 2/2	Checking account	45,000.00	90,670.26
<b>Total for Holiday Decor</b>						<b>\$90,670.26</b>	
<b>Total for Capital Improvements</b>						<b>\$93,270.26</b>	
Marketing and Promotions							
01/16/2019	Check	3878	The Strausberg Group, Inc.	Social Drift Aug 2018	Checking account	39.99	39.99
01/16/2019	Check	3878	The Strausberg Group, Inc.	Kicksta Oct. - Jan.	Checking account	296.00	335.99
01/16/2019	Check	3878	The Strausberg Group, Inc.	Social Media January 2019	Checking account	1,500.00	1,835.99
01/16/2019	Check	3878	The Strausberg Group, Inc.	Social Media December 2018	Checking account	1,500.00	3,335.99
<b>Total for Marketing and Promotions</b>						<b>\$3,335.99</b>	
Advertising							
01/30/2019	Journal Entry	7			-Split-	173.98	173.98
<b>Total for Advertising</b>						<b>\$173.98</b>	
Events							
Ice Rink							
01/16/2019	Check	3877	RuffHaus	Rink Ads and Banners	Checking account	605.00	605.00
01/16/2019	Check	3873	My Burbank, Inc.	Ice Rink Ad on myBurbank.com #18091	Checking account	360.00	965.00
01/16/2019	Check	3875	Ice America	Ice Rink Payment 3/3 Final Pmt.	Checking account	5,000.00	5,965.00
<b>Total for Ice Rink</b>						<b>\$5,965.00</b>	
<b>Total for Events</b>						<b>\$5,965.00</b>	
Newsletter							
01/16/2019	Check	3877	RuffHaus	December Newsletter	Checking account	50.00	50.00
01/30/2019	Journal Entry	6			-Split-	30.00	80.00
<b>Total for Newsletter</b>						<b>\$80.00</b>	
<b>Total for Marketing and Promotions with sub-accounts</b>						<b>\$9,554.97</b>	
<b>Total for Expenses</b>						<b>\$123,129.23</b>	
<b>Net Ordinary Income</b>						<b>\$ -90,436.68</b>	
Other Income/Expense							
Other Income							
Interest							
01/01/2019	Deposit			Interest	Checking account	18.65	18.65
01/31/2019	Deposit	INTEREST			Checking account	9.39	28.04

DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	SPLIT	AMOUNT	BALANCE
<b>Total for Interest</b>						<b>\$28.04</b>	
<b>Total for Other Income</b>						<b>\$28.04</b>	
<b>Net Other Income</b>						<b>\$28.04</b>	
<b>Net Income</b>						<b>\$ -90,408.64</b>	