

**Downtown Burbank Partnership
Meeting Agenda**

March 14, 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 February 21, 2019 Board meeting will be presented for approval.

F. TREASURER'S REPORT

ACTION ITEM

The Treasurer's report as of March 14, 2019 will be presented for approval.

G. Marketing & Wayfinding Design RFP Presentations

The Marketing and Wayfinding Design Subcommittee has selected two firms (noted below) to each present three draft advertising and wayfinding concepts to the Board for consideration

- Anyone Collective
- Strausberg Group

H. Marketing & Wayfinding Selection

ACTION ITEM

The Marketing and Wayfinding Design Subcommittee charged with reviewing RFP's will present their recommendation to the Board. The Board will review presentations, and select a Marketing and Wayfinding Design Firm.

*Staff Recommendation: Enter into a 1-year contract for services with a selected RFP respondent noted in **Item G**.*

I. 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.

J. ADJOURNMENT: Next tentative meeting: April 2019

<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 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 agenzized. 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 21, 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
Brett Warner, Lee and Associates

Members Absent: Barbara Holliday, Flappers Comedy Club
Patrick Prescott, Community Development Director
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 9:06 a.m., Thursday February 21, 2019.

A. Roll Call

B. Announcements

- Staff will be attending the International Council of Shopping Centers Deal Making conference in Anaheim on February 28th.
- The City won three Merit Awards for excellence in Economic Development partnerships, programs, and promotions from the California Association of Local Economic Development (CALED), one in partnership with the PBID for its 10-year renewal.
- The Downtown Burbank Arts Festival is set to take place Saturday and Sunday May 18-19, 2019. This year's festival will feature extended hours from 11am to 7pm.

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 January 17, 2019, 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 January 2019 was presented to the Board for review and approval. Michael DeLeon made a motion to approve the report as presented, seconded by Brett Warner; motion carried 8-0.

G. Downtown Burbank Leasing Update

Mary Hamzoian provided the Board with a leasing update including information on the current Fuddruckers space, the forthcoming Over/Under Public House taking over the former Chadaka Thai space, and Touchstone Golf, the new management company at the DeBell golf course.

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

Staff reported on the 2018 Burbank Beer Festival and Winter Wine Walk events which took place in October and November, respectively. Although both events were successful, the Beer Festival has been experiencing a downturn in attendance and for that reason, the event production organization, CBF, has decided not to move forward with the event in 2019. In 2018, the Burbank Beer Festival resulted in 4.2 million media impressions and 2,300 ticket sales. The Winter Wine Walk once again sold out with 1,600 ticketed attendees and 4.1 million media impressions.

I. Downtown Burbank 2019 Budget ACTION ITEM

Staff reviewed the 2019 budget with the Board, noting that funding will need to be allocated this calendar year and moving forward to new programs and services including: Zone 3 maintenance, a new marketing and design program, new wayfinding signage and banners, a Social Outreach and Hospitality Program, and an updated district website. As a result of the new programs and services the Board decided to conclude outgoing sponsorship allocations in 2019 and beyond. With the renewal and expansion of the PBID, funding will be reallocated to new programs that will provide greater benefits to the property owners and merchants in the area. The Board asked staff to prepare a 5-year plan with costs and services for MDP programming to help the Board plan for upcoming projects. After further review and discussion, Michael DeLeon made a motion to approve the report as presented, seconded by Ted Slaughter; motion carried 8-0.

J. Downtown Burbank Sponsorship Application

With the Board's decision to conclude outgoing sponsorships, and in the interest of time, this item was table to be reviewed at a future Board meeting.

K. Operational Issues ACTION ITEM

Staff asked 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, and marketing consultant fees of \$3,000. For a list of additional operational expenses please see attached financial statements. Michael Wilford made a motion for approval, seconded by Brett Warner; motion carried 8-0.

L. Future Agenda Items:

- a. RFP Presentation
- b. Sponsorship Policy
- c. 5-year District Plan Budget

M. Next Scheduled Meeting: March 2019

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Downtown Burbank Partnership

BALANCE SHEET

As of March 8, 2019

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Checking account	19,897.23
City Treasurer	264,838.88
Money Market	4,158.09
Total Bank Accounts	\$288,894.20
Total Current Assets	\$288,894.20
TOTAL ASSETS	\$288,894.20
LIABILITIES AND EQUITY	
Liabilities	
Total Liabilities	
Equity	
Unrestrict (retained earnings)	353,021.50
Net Income	-64,127.30
Total Equity	\$288,894.20
TOTAL LIABILITIES AND EQUITY	\$288,894.20

Downtown Burbank Partnership

PROFIT AND LOSS

January 1 - March 8, 2019

	TOTAL
Income	
Assessments - Other Properties	77,058.88
Event Income	
Sponsorship	32,692.55
Total Event Income	32,692.55
Total Income	\$109,751.43
GROSS PROFIT	\$109,751.43
Expenses	
Administrative & Other	
Accounting Services	60.00
City Acct. Balance Adjustments	30,990.40
District Consultants	16,920.00
District Renewal	3,384.00
Memberships	50.00
Office Supplies and Postage	40.00
Salaries & Benefits	7,700.00
Total Administrative & Other	59,144.40
Capital Improvements	
Art and Mural Program	2,600.00
Holiday Decor	90,670.26
Total Capital Improvements	93,270.26
Marketing and Promotions	3,335.99
Advertising	1,747.98
Events	550.00
Downtown Burbank Arts Festival	1,850.00
Ice Rink	11,799.70
Total Events	14,199.70
Marketing and Rebranding	2,500.00
Newsletter	180.00
Total Marketing and Promotions	21,963.67
Total Expenses	\$174,378.33
NET OPERATING INCOME	\$ -64,626.90
Other Income	
Interest	499.60
Total Other Income	\$499.60
NET OTHER INCOME	\$499.60
NET INCOME	\$ -64,127.30

Downtown Burbank Partnership

PROFIT AND LOSS DETAIL

January 1 - March 8, 2019

DATE	NAME	MEMO/DESCRIPTION	AMOUNT
Ordinary Income/Expenses			
Income			
Assessments - Other Properties			
01/31/2019	All Other Assessments	January 2019 Assessment Income	77,058.88
Total for Assessments - Other Properties			\$77,058.88
Event Income			
Sponsorship			
01/16/2019	Sponsorship - Ice Rink	2018-19 Ice Rink Sponsorship (Welk Resorts)	7,200.00
01/16/2019	Sponsorship - OktoBURfest	2018 Beer Fest Seed Funding Return and Income	25,492.55
Total for Sponsorship			\$32,692.55
Total for Event Income			\$32,692.55
Total for Income			\$109,751.43
Expenses			
Administrative & Other			
Accounting Services			
03/04/2019	Mackey Business Consulting, Inc	Met with Marisssa	60.00
Total for Accounting Services			\$60.00
City Acct. Balance Adjustments			
01/31/2019			30,990.40
Total for City Acct. Balance Adjustments			\$30,990.40
District Consultants			
01/16/2019	Robin Faulk	Robin Faulk Marketing Sept 2018	3,384.00
01/16/2019	Robin Faulk	Robin Faulk Marketing Aug 2018	3,384.00
01/16/2019	Robin Faulk	Robin Faulk Marketing Dec 2018	3,384.00
01/16/2019	Robin Faulk	Robin Faulk Marketing July 2018	3,384.00
01/16/2019	Robin Faulk	Robin Faulk Marketing Oct 2018	3,384.00
Total for District Consultants			\$16,920.00
District Renewal			
01/16/2019	Robin Faulk	Robin Faulk Marketing Nov 2018	3,384.00
Total for District Renewal			\$3,384.00
Memberships			
03/04/2019	International Council of Shopping Centers	One year membership - M. Minor	50.00
Total for Memberships			\$50.00
Office Supplies and Postage			
03/04/2019	Mackey Business Consulting, Inc	QBonline	40.00
Total for Office Supplies and Postage			\$40.00
Salaries & Benefits			
01/31/2019			7,700.00
Total for Salaries & Benefits			\$7,700.00
Total for Administrative & Other			\$59,144.40
Capital Improvements			

DATE	NAME	MEMO/DESCRIPTION	AMOUNT
Art and Mural Program			
01/16/2019	Blank Canvas LA	Flappers Mural - Deposit	2,600.00
Total for Art and Mural Program			\$2,600.00
Holiday Decor			
01/22/2019	Mobile Illumination, Inc.	2018 Holiday Lighting and Decor Pmt 1/2	45,670.26
02/13/2019	Mobile Illumination, Inc.	2018 Holiday Lighting and Decor Pmt 2/2	45,000.00
Total for Holiday Decor			\$90,670.26
Total for Capital Improvements			\$93,270.26
Marketing and Promotions			
01/16/2019	The Strausberg Group, Inc.	Social Drift Aug 2018	39.99
01/16/2019	The Strausberg Group, Inc.	Kicksta Oct. - Jan.	296.00
01/16/2019	The Strausberg Group, Inc.	Social Media January 2019	1,500.00
01/16/2019	The Strausberg Group, Inc.	Social Media December 2018	1,500.00
Total for Marketing and Promotions			\$3,335.99
Advertising			
01/30/2019			173.98
03/04/2019	The Strausberg Group, Inc.	Feb 19 Kicksta reimbursement	74.00
03/04/2019	The Strausberg Group, Inc.	Feb 2019 Monthly Retainer	1,500.00
Total for Advertising			\$1,747.98
Events			
03/04/2019	RuffHaus	Events Sponsor Packet	550.00
Total for Events			\$550.00
Downtown Burbank Arts Festival			
03/04/2019	RuffHaus	2019 Arts Festival Transit Shelter	125.00
03/04/2019	RuffHaus	2019 Arts Festival Web Banners	225.00
03/04/2019	RuffHaus	2019 Arts Festival Poster	1,500.00
Total for Downtown Burbank Arts Festival			\$1,850.00
Ice Rink			
01/16/2019	My Burbank, Inc.	Ice Rink Ad on myBurbank.com #18091	360.00
01/16/2019	Ice America	Ice Rink Payment 3/3 Final Pmt.	5,000.00
01/16/2019	RuffHaus	Rink Ads and Banners	605.00
01/31/2019			5,834.70
Total for Ice Rink			\$11,799.70
Total for Events with sub-accounts			\$14,199.70
Marketing and Rebranding			
03/04/2019	RuffHaus	Annual Report	2,500.00
Total for Marketing and Rebranding			\$2,500.00
Newsletter			
01/16/2019	RuffHaus	December Newsletter	50.00
01/30/2019			30.00
03/04/2019	RuffHaus	Feb 2019 Newsletter	50.00
03/04/2019	RuffHaus	Jan 2019 Newsletter	50.00
Total for Newsletter			\$180.00
Total for Marketing and Promotions with sub-accounts			\$21,963.67
Total for Expenses			\$174,378.33
Net Ordinary Income			\$ -64,626.90
Other Income/Expense			

DATE	NAME	MEMO/DESCRIPTION	AMOUNT
Other Income			
Interest			
01/01/2019		Interest	18.65
01/31/2019	Interest Income	January 2019 Interest Income	471.56
01/31/2019			9.39
Total for Interest			\$499.60
Total for Other Income			\$499.60
Net Other Income			\$499.60
Net Income			\$ -64,127.30