

**DOWNTOWN BURBANK P-BID BOARD MEETING
MINUTES FOR MEETING OF March 14, 2019**

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

150 N, Third Street Burbank, CA 91502

Members Present: James O'Neil, Crown Realty & Development, **Vice Chair**
Ted Slaughter, The Village Walk **Secretary**
Michael de Leon, Burbank Town Center Manager
Frank Gangi, Gangi Development
Justin Hess, Assistant City Manager
Patrick Prescott, Community Development Director

Members Absent: Michael Cusumano, Cusumano Real Estate Group, **Chair**
Michael Wilford, **Treasurer**
Barbara Holliday, Flappers Comedy Club
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 9:02 a.m., Thursday March 14, 2019.

A. Roll Call

B. Announcements

- Staff announced that Hospitality and Homeless Outreach services with StreetPlus started on Monday, March 11th. There will be two ambassadors on sight at various times, seven days a week.

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 February 21, 2019, were presented for approval. Ted Slaughter made a motion to approve the minutes as presented, seconded by Justin Hess; motion carried 6-0.

F. Treasurer's Report

ACTION ITEM

The treasurer's report for March 2019 was tabled to the next meeting.

G. Marketing and Wayfinding Design RFP Presentations

Upon selection by the Marketing and Wayfinding Subcommittee, marketing firms *Anyone Collective* and *The Strausberg Group* each were given 20 minutes to present three draft advertising and wayfinding concepts to the Board for review.

H. Marketing and Wayfinding Selection

ACTION ITEM

At the conclusion of both presentations, the Board deliberated on the materials presented, contract for services, and cost. The Board agreed that the concepts presented by *Anyone Collective* brought a fresh perspective to Downtown Burbank and featured interesting design elements. Frank Gangi made a motion to approve a one-year contract with *Anyone Collective* for marketing and wayfinding design services, seconded by Dominick Scarola; motion carried 6-0.

I. Future Agenda Items:

- a. Marketing and Wayfinding Timeline
- b. 5-year District Plan Budget

J. Next Scheduled Meeting: April 2019

DRAFT