

**Downtown Burbank Partnership
Meeting Agenda**

January 17, 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 November 15, 2018 Board meeting will be presented for approval.

F. TREASURER'S REPORT

ACTION ITEM

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

G. Downtown Burbank Leasing Update

Staff will update the Board on current leasing activity in Downtown Burbank.

H. Downtown Burbank Marketing and Wayfinding RFP

Staff will give an update on the recently distributed Marketing and Wayfinding RFP and present a timeline for implementation.

I. Downtown Burbank Marketing Consultant Services

ACTION ITEM

Staff will provide an update regarding the contract with Robin Faulk for Marketing consultant services.

J. Downtown Burbank Marketing and Wayfinding Subcommittee ACTION ITEM

The Board will elect a Marketing and Wayfinding subcommittee to guide the Partnership in the selection of a new marketing and design firm.

K. Downtown Burbank Homeless Liaison Proposal

ACTION ITEM

Staff will present a proposal for social services including homeless outreach, safety, and hospitality services in Downtown Burbank to commence in Q1 2019.

Staff Recommendation: Staff recommends that the Board review and approve the proposal from Street Plus for service for an annual not to exceed amount of \$189,586.00 annually.

L. On-going Operational Issues

ACTION ITEM

Staff will ask 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 of \$8,000, and remaining 2018 Holiday Décor expenses in the amount of \$50,000. For a list of additional operational expenses please see attached financial statements.

M. 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.

In February 2019, staff will present a 2019 Budget for review and approval as well as a contract for marketing consultant services to the Board.

N. ADJOURNMENT: Next tentative meeting: February 7, 2018

<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 Slaught, 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.