

**Downtown Burbank Partnership  
Meeting Agenda**

**November 7, 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 September 5, 2019 Board meeting will be presented for approval.

**F. TREASURER'S REPORT**

**ACTION ITEM**

The Treasurer's report as of October 31, 2019 will be presented for approval.

**A. Board Member Application**

**ACTION ITEM**

Staff will present a member application for a non-voting seat on the PBID Board.

*Recommendation: Staff recommends the Board extend an invitation to the applicant to join the PBID as a non-voting member.*

**G. Anyone Collective Marketing and Wayfinding Update**

Staff from Anyone Collective will provide a comprehensive update on the 2019 Downtown Burbank Marketing Plan including: newsletters, campaigns and event ads, banners and website.

*Staff recommendation: Note and File*

**H. AMC Walkway Beautification Project**

Staff will provide an update and review renderings of plans for activation and management of the Downtown Burbank Palm Paseo/AMC Walkway area.

*Staff recommendation: Note and File*

**I. On-going Operational Issues**

**ACTION ITEM**

Staff will ask the Board to consider transferring \$200,000 in funding from the PBID holding account to cover monthly ambassador fees for November and December of \$30,000, marketing expenses of \$40,000, Holiday Décor expenses of \$100,000, and

Holiday Ice Rink event expenses of \$30,000. For a list of additional operational expenses, please see attached financial statements.

**J. 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.

**K. ADJOURNMENT: Next tentative meeting: December 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><br>James O’Neil, Crown Realty & Development Inc, <b>Vice Chair</b><br>Michael Wilford, HW LLP, <b>Treasurer</b><br>Ted Slaughter, The Village Walk, <b>Secretary</b><br>Michael DeLeon, Burbank Town Center<br>Justin Hess, Acting City Manager/Judie Wilke, Acting Asst. City Manager<br>Frank Gangi, Gangi Development<br>Barbara Holliday, Flappers Comedy Club<br>Patrick Prescott, Community Development Director<br>Dominick Scarola, North End Pizzeria<br>Brett Warner, Lee and Associates | Simone McFarland, Asst. Community Development Director Business & Economic Development Marketing Manager/Public Information Officer<br>Mary Hamzoian, Economic Development Manager<br>Marissa Minor, Economic Development Analyst<br>Erika DeLeon, Economic Development Analyst |

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](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.