

**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