

**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

DRAFT