

**DOWNTOWN BURBANK P-BID BOARD MEETING
MINUTES FOR MEETING OF May 2, 2019**

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

150 N, Third Street Burbank, CA 91502

Members Present: Michael Cusumano, Cusumano Real Estate Group,
James O'Neil, Crown Realty & Development, **Vice Chair**
Ted Slaughter, The Village Walk **Secretary**
Michael Wilford, **Treasurer**
Frank Gangi, Gangi Development
Justin Hess, Assistant City Manager
Patrick Prescott, Community Development Director

Members Absent: Michael de Leon, Burbank Town Center Manager
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 9:05 a.m., Thursday May 2, 2019.

A. Roll Call

B. Announcements

- PBID Staff held a property owner and merchant meeting on Tuesday, April 30th to provide an update and overview of what the PBID is currently doing to help mitigate issues caused by street performers and homelessness. Staff plans to continue to hold similar meetings on various topics 2-3 times a year in an effort to keep merchants and property owners informed.
- Staff announced the WB purchase of Burbank Studios and build out of two Frank Gehry buildings with a completion date of 2023. Valued at more than \$1 billion WB currently occupies 1.2 million sq. feet throughout various buildings in Burbank.
- Tesla has notified staff that they will not be moving forward with their location expansion due to a shift in strategies within the organization.
- New Economic Development Analyst Tigran Termanyanyan was introduced to the Board.
- On April 22, 2019, the City installed a new flashing yellow arrow display at Palm Avenue at San Fernando Boulevard. Drivers on Palm Avenue will now see flashing yellow left and right arrows. The new display is being tested to improve pedestrian safety.

C. Public Comment

Jeff Rector from the Burbank International Film Festival came to speak to the Board about the 2019 Film Festival, and to thank the Board for the support during the years. The 2019 Film Festival is scheduled to take place September 4-8, 2019.

D. Response to Public Comment

There was no response to Public Comment.

E. Approval of Minutes

ACTION ITEM

The minutes for the meeting of March 14, 2019, were presented for approval. Jim O'Neil made a motion to approve the minutes as presented, seconded by Frank Gangi; motion carried 7-0.

F. Treasurer's Report

ACTION ITEM

The treasurer's report for May 2019 was presented to the Board for review and approval. Ted Slaughter made a motion to approve the report as presented, seconded by Jim O'Neil; motion carried 7-0.

G. La Terra Select Burbank Development Presentation

Representatives from the La Terra Select Burbank project presented an overview of the proposed project to the PBID Board. The proposed mixed-use residential-hotel project located at 777 North Front St., will feature 573 apartments, a 307-room hotel, gallery space, public common areas, and more than 1,500 parking spaces. The City of Burbank has released the Draft Environmental Impact Report and is currently accepting feedback on the proposal. Board Members Justin Hess and Patrick Prescott abstained from discussion or comment. The remaining Board members decided to continue consideration of a letter of support until conditions of approval for the project were released by City Staff.

H. Marketing and Wayfinding Design Timeline

Staff presented the Brand Launch Strategy and draft timeline from Anyone Collective for review. The timeline was based on the feedback that was received after the final interview by Anyone Collective. The positive reception to Anyone's initially presented logo design and materials has helped to give a running start to the program. The new brand identity pole banners and microsite website will launch in June 2019.

I. Downtown Burbank 2019 Annual Report

Staff presented the 2019 Annual Report which was approved at the April 30th Council Meeting. The report details a wrap up of the successes of 2018 and a detailed look ahead to plans for the Partnership in 2019. Copies will be distributed at upcoming retail conferences and during meetings with proposed and confirmed Downtown Burbank tenants. An electronic copy will be sent out to all property owners and is available for download on the Downtown Burbank website.

J. Downtown Burbank Arts Festival Update

Staff updated the Board on the annual Downtown Burbank Arts Festival which will be held on Saturday and Sunday May 18-19, 2019. This year's event features artisans curated by Jackalope Arts (Pasadena Arts Festival producers) and the Creative Talent Network Expo. This year, the event will feature extended hours from 11:00am to 7:00pm to help encourage local shopping and dining. The event will span San Fernando Blvd. from Magnolia Blvd. to Angeleno Ave. Special planned activities include: A Create Your Own Tote Bag Booth, a Storytime Reading Room for kids, Career Camp at the CTN Road Trip, and a Live Mural by artist Jen Swain.

K. StreetPlus Update

Staff provided an update on the StreetPlus Hospitality and Social Service Outreach Program which began on March 11th. There has been very positive feedback on the program thus far. As of May 2nd, team leader Robert Newman and his staff has helped four individuals obtain transportation back to their families/residences. The StreetPlus team has developed invaluable relationships with Burbank PD, and the City's Homelessness team. Staff is hopeful that services will continue to improve as StreetPlus takes on management of the Metrolink site.

L. Capital Improvements and Maintenance Update

Staff updated the Board on the recent Zone 3 enhancement project which included irrigation repairs and replanting with drought tolerant birds of paradise to 78 pots between Angeleno Avenue and Alameda Avenue.

Also, beginning April 3rd in Zone 2, additional porter services for Downtown Burbank on Wednesday to Sunday evenings have begun. The services are performed by one additional staff person in Downtown providing trash pick-up, emptying of trash receptacles, and general cleaning of benches and street furniture.

Staff also provided an update on plans for replanting the medians in Zone 3.

M. Ongoing Operational Issues

ACTION ITEM

Staff asked the Board to consider transferring \$40,000 in funding from the PBID holding account to cover monthly maintenance fees in the amount of \$20,000, and marketing consultant fees of \$8,000, and Arts Festival expenses in the amount of \$12,000. Frank Gangi made a motion for approval, seconded by Ted Slaughter; motion carried 7-0. For a list of additional operational expenses please see attached financial statements.

N. Future Agenda Items:

- a. 5-year District Plan Budget

O. Next Scheduled Meeting: May 2019