

DOWNTOWN BURBANK P-BID BOARD MEETING
MINUTES FOR MEETING OF June 6, 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
Dominick Scarola, North End Pizzeria
Brett Warner, Lee and Associates

Members Absent: Patrick Prescott, Community Development Director

Department Key Staff: Mary Hamzoian, Community Development Dept.
Marissa Minor, Community Development Dept.
Tigran Yermanyan, Community Development Dept.

The Board meeting was called to order at 9:03 a.m., Thursday June 6, 2019.

A. Roll Call

B. Announcements

- Staff announced several new and coming soon merchants including: Orange Theory Fitness, Over Under Public House, Hummus Republic, Simple Salon Panini Kabob Grill (June 2019), Bob's Discount Furniture (June 2019), White Barn Candle Co. (July 2019), Salon Republic October 2019), Han Korean BBQ (November 2019), and Round One Entertainment (December 2019).
- Staff attended the annual ICSC Retail Convention May 19-21 and met with various retailers, developers, and holiday décor vendors on behalf of the PBID.
- The La Terra SELECT Burbank project has been delayed and will now be presenting to the Planning Board at a later date. Staff will update the Board once a City Council date has been set.
- The Downtown Burbank Car Classic will take place on Saturday, August 3rd. A poster and marketing materials for the show are in progress and so far 50 registrants have applied to show their vehicles.
- The PBID's newest mural has been completed on the wall of Shake Shack by artist JGoldCrown. The next mural will be installed the week of June 17th at Flapper's Comedy Club.

- Simone McFarland announced that the City had launched an Instagram account @burbankca. The social media account will interface with Downtown Burbank and each will respectively repost stories and events.

C. Public Comment

There was no Public Comment

D. Response to Public Comment

There was no response to Public Comment.

E. Approval of Minutes

ACTION ITEM

The minutes for the meeting of May 2, 2019, were presented for approval. Frank Gangi made a motion to approve the minutes as presented, seconded by Ted Slaught; motion carried 10-0.

F. Treasurer's Report

ACTION ITEM

The treasurer's report through May 31, 2019 was presented for review and approval. Michael DeLeon made a motion to approve the report as presented, seconded by Dominick Scarola; motion carried 10-0.

G. Downtown Burbank Arts Festival Wrap-Up

The Downtown Burbank Arts Festival held on Saturday and Sunday May 18-19, was a great success with an estimated 18,000 attendees. The event featured artisans curated by Jackalope Arts and the Creative Talent Network Expo. This year's event also featured extended hours from 11:00am to 7:00pm to encourage local shopping and dining. The Burbank Town Center Terrace also provided special music from the Burbank Music Academy and activities for kids. Other special events included:

- A Doodle Run at the CTN Road Trip
- Create Your Own Tote Bag at the Jackalope Indie Artisan Fair
- Storytime Reading Room at the CTN Road Trip
- Career Camp at the CTN Road Trip
- Photo Spot and dynamic live mural by artist Jen Swain
- Paper Flower Selfie Spot wall at Jackalope Indie Artisan Fair

All parties are looking forward to continuing to work together and building off the success of this year's show in 2020.

H. Capital Improvements and Maintenance Update

Staff is working on permits to begin replanting four of Zone 3's medians. The work is proposed to begin the week of June 24th and should be completed by the beginning of July. Replanting and repairs will include new ginkgo biloba trees, various drought tolerant groundcover and bushes and new woodchip mulch. The remaining two medians in the area will be repaired to match the Downtown Burbank plant palate by IKEA after their utility work has been completed. It is our hope that the matching medians in front of IKEA will be completed in the next few months.

I. Marketing and Wayfinding Design Update

Staff presented a Brand and Logo Design Guide for marketing designed by newly hired marketing firm, ANYONE Collective. Additionally, staff has been working with ANYONE Collective on a comprehensive new banner program that will encompass twelve banner designs, eight representing the PBID and four representing the farmers market. Staff is working on bids from two companies to determine the best program value. Once a final banner count is confirmed and a proposal is approved, staff will pull a permit for install of the district banners. The install date is tentatively set for late June, early July.

Additionally, staff provided imagery of the new building wrap signage that was installed on the façade of the former Book Castle Movie World at 221 N. San Fernando. The design was created by ANYONE Collective, and the property owner paid for the printing and install of the sign. Moving forward, the PBID will continue to work with property owners to install more signage and banners on empty storefronts and windows to help create a cohesive look for Downtown and disguise in-progress facades.

Starting June 1st ANYONE took over programming for Downtown's social media assets including Facebook, Twitter, and Instagram. The sites are programmed month to month and all collateral is reviewed and approved by staff before posting. Initial statistical reports were run as of May 31, 2018 when the change took place, and a report on social assets will be presented at a future Board meeting.

J. Ongoing Operational Issues

ACTION ITEM

Staff asked the Board to consider transferring \$120,000 in funding from the PBID holding account to cover replenishment of the Money Market account at \$20,000, monthly ambassador fees in the amount of \$15,000, marketing expenses in the amount of \$55,000, marketing signage in the amount of \$5,000, mural installation expenses in the Amount of \$15,000, and event expenses in the amount of \$10,000. Michael Wilford made a motion for approval, seconded by Jim O'Neil; motion carried 10-0. For a list of additional operational expenses please see attached financial statements.

K. Future Agenda Items:

- a. StreetPlus Update
- b. Street Performer Update
- c. 5-year Budget

L. Next Scheduled Meeting: July 11, 2019