

**Downtown Burbank Partnership
Revised Meeting Agenda
May 6, 2021 9:00 AM**

<https://burbankca.zoom.us/j/95862441902?pwd=WTJ3TncrcFA4aXVZckRjL2ZibkhDZz09>

Meeting ID: 958 6244 1902

Passcode: 688936

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 March 4, 2021, Board meeting will be presented for approval.

F. TREASURER'S REPORT

ACTION ITEM

The Treasurer's report as of April 30, 2021, will be presented for approval.

G. Burbank International Film Festival Update

Jeff Rector from the Burbank International Film Festival will provide an update on the 2020 Film Festival to the Board.

Recommendation: Note and file.

H. Golden State Specific Plan and Downtown Burbank TOD Specific Plan

The Planning Division will provide an update on two Long Range Planning Projects, the Golden State Specific Plan and the Downtown Burbank Transit Oriented (TOD) Specific Plan.

Recommendation: Provide feedback on behalf of Downtown Burbank as requested, and note and file.

I. Street Closure Update & Discussion

Staff and subcommittee members will provide an update on outdoor dining and parklets.

Recommendation: Note and file.

- J. Broker Marketing Subcommittee Update & Discussion ACTION ITEM**
 Staff and subcommittee members will provide an update on the Broker Marketing Subcommittee’s plans and will present a draft RFP for Marketing services for review and discussion.

Staff Recommendation: Review the recommendations from the subcommittee and approve a plan to allocate a total of \$15,000 in reserve funds for broker focused marketing efforts for Downtown Burbank.

- K. On-Going Operational Issues ACTION ITEM**
 Staff will ask the Board to consider transferring \$80,000 in funding from the PBID holding account to cover \$50,000 in marketing expenses, \$20,000 in ambassador expenses, and \$10,000 in funding to replenish the Money Market account. For a list of additional operational expenses, please see attached financial statements.

- L. StreetPlus Update**
 Staff from StreetPlus will update the Board on the Downtown Burbank Hospitality and Social Outreach Services program.

Staff Recommendation: Note and file.

- M. 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.

- N. ADJOURNMENT: Next tentative meeting: June 3, 2021.**

<u>Downtown Burbank Partnership, Inc.</u> <u>Board Members</u>	<u>Community Development</u> <u>Department Key Staff</u>
Michael Cusumano, Cusumano Real Estate Group, Chair James O’Neil, Crown Realty & Development Inc, Vice Chair Frank Gangi, Gangi Development, Treasurer Ted Slaughter, The Village Walk, Secretary Michael DeLeon, Burbank Town Center Christine Deschaine, Kennedy Wilson Judie Wilke, Asst. City Manager Patrick Prescott, Community Development Director Dominick Scarola, North End Pizzeria Brett Warner, Lee and Associates Parham Yedidsion, Evolution Strategic Partners LLC Barbara Holliday, Flappers Comedy Club (non-voting)	Simone McFarland, Asst. Community Development Director Mary Hamzoian, Economic Development Manager Marissa Minor, Economic Development Analyst Erika DeLeon, Economic Development Analyst Teresa Mackey, Partnership Bookkeeper Bob Newman, StreetPlus Team Lead

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 agenized. 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

This Downtown Burbank Partnership meeting 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.