

**DOWNTOWN BURBANK P-BID BOARD MEETING**  
**MINUTES FOR MEETING OF February 4, 2021**

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

Zoom Meeting

Members Present: Michael Cusumano, Cusumano Real Estate Group, **Chair**  
James O'Neil, Crown Realty & Development, **Vice Chair**  
Ted Slaughter, The Village Walk, **Secretary**  
Frank Gangi, Gangi Development, **Treasurer**  
Christine Deschaine, Kennedy Wilson  
Michael de Leon, Burbank Town Center Manager  
Patrick Prescott, Community Development Director  
Brett Warner, Lee and Associates  
Judie Wilke, Assistant City Manager  
Parham Yedidsion, Evolution Strategic Partners LLC

Members Absent: Dominick Scarola, North End Pizzeria  
Barbara Holliday, Flappers Comedy Club (non-voting)

Department Key Staff: Mary Hamzoian, Community Development Dept.  
Simone McFarland, Community Development Dept.  
Marissa Minor, Community Development Dept.  
Erika DeLeon, Community Development Dept.  
Teresa Mackey, Downtown Burbank Partnership Bookkeeper  
Bob Newman, StreetPlus Team Lead

The Board meeting was called to order at 9:05 a.m., Thursday February 4, 2021

**A. Roll Call**

**B. Announcements**

- **LA County Health Order Update:** On Monday, January 25th, The LA County Department of Public Health announced the reopening of some sectors including hotels, motels, and personal care facilities. On Friday, January 29th, a new Health Order was released permitting outdoor dining at 50% occupancy. PBID staff worked with the City to implement dedicated and communal outdoor dining areas along San Fernando Blvd. The street will remain open to traffic and the new 15-minute curbside parking will remain in place throughout the district.
- **CA Relief Grant:** Staff has applied for the CA Relief Grant on behalf of the PBID. Although the PBID was not successful in obtaining a grant in round one, our application will be valid for round two, which opened on February 2nd. Staff will continue to update businesses on available COVID relief grants, and apply on behalf of the PBID as qualifications allow.

**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 January 7, 2021, were presented for approval. Frank Gangi made a motion to approve the minutes as presented, seconded by Ted Slaughter; motion carried 10-0.

**F. Treasurer's Report**

**ACTION ITEM**

The Treasurer's Report through January 31, 2021, was presented to the Board by Treasurer Frank Gangi. Mr. Gangi noted that total liabilities and equity for the PBID currently stand at \$308,457. Staff noted that assessment income for December was recorded, and that additional assessment income was expected in January (and recorded in February). The Board reviewed the report as presented and Ted Slaughter made a motion for approval, seconded by Michael DeLeon; motion carried 10-0.

**G. Urgency Ordinance Letter of Support**

**ACTION ITEM**

Staff gave an update on an urgency ordinance that will be taken to Council to temporarily remove the Administrative and Conditional use Permits for Downtown Burbank. City staff is proposing that the ordinance be put in place for 24 months to:

- a. Remove the AUP process for restaurants citywide.
- b. Remove the CUP process for restaurants, breweries, distilleries, and wineries selling alcohol for off-site consumption within the Downtown Central Business District.

The negative impact of continued closures and changes to regulations for restaurants, breweries, distilleries, and wineries was discussed by the Board. As businesses look to recover and seek out new and innovative ways to increase sales and recuperate their monetary losses, the adoption of an Urgency Ordinance temporarily removing some of these barriers to operate will offer businesses a better chance to survive without the requirements for discretionary Planning permits. The Board agreed that the ordinance would be a crucial addition to Downtown Burbank's recovery, and hoped that there would be a more permanent long-term solutions in the future.

Frank Gangi made a motion to direct staff to prepare a letter in support of this vital ordinance, signed by the Chair and sent to the City Council on behalf of the Downtown Burbank Partnership, seconded by Brett Warner; motion carried 10-0.

**H. Downtown Burbank Parklet Sub-committee**

**ACTION ITEM**

At the January PBID meeting, a parklet sub-committee was recommended by the Board to review and discuss short-term and long-term solutions for outdoor dining in Downtown Burbank. In order to formalize the parklet sub-committee, the Board must review and approve a formal resolution. Staff introduced Resolution 2021-001 establishing a sub-committee to discuss parklets and potential hybrid street closures in Downtown Burbank, recommending approval of the Resolution and retroactively

appointing Ted Slaughter, Frank Gangi, Brett Warner, and Christine Deschaine to the Sub-committee. This decision will formalize the sub-committee, and allow them to make recommendations to the Board going forward.

Christine Deschaine made a motion to approve Resolution 2021-001 establishing a sub-committee to discuss parklets and a potential hybrid street closure retroactively appointing Ted Slaughter, Frank Gangi, Brett Warner, and Christine Deschaine, seconded by Jim O'Neil; motion carried 10-0.

**G. Street Closure Update and Discussion ACTION ITEM**

With the formalization of the parklet sub-committee, the Board reviewed parklet options that were discussed at the sub-committee meeting held on January 21st.

The majority of merchants in Downtown Burbank want San Fernando Blvd. to remain open for parking and vehicular traffic, while restaurants that had permits for in street dining wanted the street to remain closed. With direction from merchants and the PBID in mind, the City took a hybrid approach creating in-street outdoor dining parklets along San Fernando Blvd and on Palm Avenue, while maintaining parking and vehicular traffic in Downtown. This concept aligns with the recommendation from the PBID and the parklet sub-committee. Outdoor dining is a crucial as a short-term solution until indoor dining is again permitted, and even longer as public sentiment may be to embrace outdoor dining opportunities in the long term.

The sub-committee agreed that, although more research and planning was needed regarding layout and pricing, the plan to implement dining parklets in Downtown Burbank in 2021 was the best option for the PBID going forward. To fund the improvements, the sub-committee approved diverting 2021 event funds to facilitate the creation of outdoor dining parklets within the district. This would cancel all Downtown Burbank events for 2021, and create an opportunity for the purchase and installation of parklets.

The Board discussed the sub-committee's recommendation, and agreed to the reallocation of event and marketing funds for the creation of parklets in 2021 was the best option. The amount of funding allocated was discussed as well, with Board Members noting that parklet spending should be done as economically as possible.

Staff noted that they would work with the sub-committee to get more project bids and formal layouts for the Board to review in order to move forward with parklet purchases and installation for 2021. Future parklet discussions will also include details on shared use by restaurants including contracts and guidelines, parklet design rules, and potentially, additional private parklets funded by businesses.

Ted Slaughter made a motion to reallocate 2021 event and marketing funds to capital improvements and maintenance for 2021, thereby canceling 2021 events, seconded by Parham Yedidsion; motion carried 10-0.

**H. Downtown Burbank 20201 Budget ACTION ITEM**

Staff presented the 2021 draft budget for review noting that some assessment income not yet received (but expected in January and February) was calculated for planning purposes and noted as 'Assessment Adjustments'.

Based on the Board's decision to reallocate all previous event funding to parklets in 2021, the budget was drafted to assume cancellation of events and allocation of approximately \$18,300 in unappropriated funds for a total of \$100,000 in parklet costs.

To accommodate the diversion of funds from marketing and events to capital improvements, adjustment of the budget categories must be reviewed and approved. Staff recommends reallocating approximately 13% of marketing and events, moving 10% to Capital Improvements for parklets, and 3% to economic enhancements for StreetPlus programming expenses. Staff reminded the Board that, per the Management District Plan (MDP), up to 15% of any budget category can be transferred to another category on an annual basis.

The Board discussed that the Downtown Burbank Budget is a fluid document and as programs change and expenditures arise, they are brought back to the Board for review. The budget provides an outline for annual spending and ensures that the PBID is on target in accordance with the MDP.

Michael DeLeon made a motion to approve the 2021 draft PBID budget and reallocate approximately 13% of Marketing and Events for 2021, moving 10% to Capital Improvements for Downtown parklets, and 3% to Economic Enhancements for annual StreetPlus programming, seconded by Jim O'Neil; motion carried 10-0.

**I. On-going Operational Issues ACTION ITEM**

Staff asked the Board to consider transferring \$65,000 in funds from the PBID holding account to cover \$20,000 in marketing expenses, \$15,000 in wayfinding expenses and \$30,000 in ambassador expenses. Christine Deschaine made a motion for approval, seconded by Jim O'Neil; motion carried 10-0.

*The Meeting adjourned at 10:14am.*

**J. Future Agenda Items:**

- Broker and Property Owner Open-House Meeting

**K. Next Scheduled Meeting: March 4, 2021**