

**DOWNTOWN BURBANK P-BID BOARD MEETING  
MINUTES FOR MEETING OF February 6, 2020**

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**  
Frank Gangi, Gangi Development, Treasurer  
Michael de Leon, Burbank Town Center Manager  
Christine Deschaine, Kennedy Wilson  
Dominick Scarola, North End Pizzeria  
Parham Yedidsion, Evolution Strategic Partners LLC

Members Absent: Patrick Prescott, Community Development Director  
Brett Warner, Lee and Associates  
Judie Wilke, Assistant City Manager  
Barbara Holliday, Flappers Comedy Club (non-voting)

Department Key Staff: Mary Hamzoian, Community Development Dept.  
Marissa Minor, Community Development Dept.  
Melissa Colasanto, Community Development Dept.  
Erika DeLeon, Community Development Dept.  
Simone McFarland, Community Development Dept.

The Board meeting was called to order at 9:05 a.m., Thursday February 6, 2020

**A. Roll Call**

**B. Announcements**

- LaTerra Select Burbank went to City Council on Tuesday, December 10th and was approved. However, a petition was circulated to reverse the unanimous City Council's approval through the referendum process. The petition has been submitted to the County for review and verification of signatures.
- Burbank Blvd is expected to be closed between San Fernando Boulevard and Front Street in late February as crews begin the process of demolishing and reconstructing the Burbank Blvd Bridge over Interstate 5. The closure will not begin until the Empire Ave. exchange has been completed. Once started, the Burbank Blvd. closure is expected to last about 14 to 16 months.
- Circus Vargas is in town through February 8th. The PBID worked with Downtown merchants to offer specials and discounts to event attendees. Two promotional giveaways of 4-packs of tickets were also raffled via a newsletter contest and an Instagram contest.

**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 9, 2020, were presented for approval. Frank Gangi made a motion to approve the minutes as presented, seconded by Ted Slaughter; motion carried 6-0.

**F. Treasurer's Report**

**ACTION ITEM**

The Treasurer's Report through January 31, 2019, was presented by staff. The PBID's holding account has been reconciled for December, and end-of-year assessment income is included in the report. Total liabilities and equity for the PBID currently stand at \$299,067. The Board reviewed the report as presented, and Frank Gangi made a motion to approve, seconded by Jim O'Neil; motion carried 6-0.

**G. Board Member Applications and Executive Committee Positions ACTION ITEM**

Staff reported that Michael Wilford, who had been serving as PBID Treasurer, had resigned from the Board as he would no longer be living or working in Downtown Burbank and was therefore not eligible to serve. Additionally, staff noted that Barbara Holliday had resigned from the Board, and asked to be reclassified and approved as a non-voting member. These changes resulted in two vacant Board seats. Staff recommended that the Board consider moving the two current non-voting members, Parham Yedidsion and Christine Deschaine, to the vacant Board seats while approving Barbara Holiday as a non-voting member. Regarding the Executive Committee, staff reported that the current Board Chair, Vice-Chair, and Secretary had all expressed interest in continuing to serve on the Executive Committee; however, the position of Treasurer had to be made vacant with the resignation of Michael Wilford. The position of Treasurer is responsible for reviewing and reporting on Downtown Burbank financial statements, signing checks, and approving expenditures as needed. Frank Gangi volunteered to serve on the Executive Committee as Treasurer. Michael DeLeon made a motion to approve current non-voting Board members Parham Yedidsion and Christine Deschaine to fill vacant Board seats, approve Barbara Holliday as a non-voting member, and to accept the nomination of Frank Gangi to serve as PBID Treasurer, seconded by Jim O'Neil; motion carried 5-0 with an abstention by Frank Gangi.

**H. Downtown Burbank 2020 Budget**

**ACTION ITEM**

Staff presented the 2020 Draft Budget for review. Staff recommended reallocating approximately 8% of Marketing and Events between Economic Enhancements (4.5%) and Capital Improvements (3.5%). This transfer will accommodate spending for Hospitality and Social Outreach Services performed by Street Plus and an increase in Capital Improvement and Maintenance for 2020 including new holiday décor and the fabrication and installation of wayfinding signage. Per the Management District Plan this reallocation is allowable, up to 15% of a on an annual basis. For events, staff recommended several reductions in an effort to reduce spending and streamline event production. The Downtown Burbank Budget is a fluid

document, and as programs change and expenditures arise, they will be discussed with the Board. The budget provides an outline for annual spending and ensures that the PBID is on target in accordance with the Management District Plan. With that note, Frank Gangi made a motion to approve the 2020 Budget as presented, seconded by Michael De Leon; motion carried 8-0.

**I. Holiday Décor Sub-committee ACTION ITEM**

Staff recommended that the Board appoint a sub-committee of three members to interview potential holiday décor companies. Proposals will be received no later than February 18th. Once received, staff will review all proposals for quality and cost and will recommend three - four proposals to the sub-committee for review. After a review of the proposals, the sub-committee will bring a suggested contract for holiday décor to the Board for final review and approval. Sub-committee members are asked to attend two to three meetings between February and March dependent up-on scheduling. Michael De Leon, Christine Deschaine, and Dominick Scarola all volunteered to serve on the Holiday Décor Sub-committee. Michael Cusumano recommended that staff also reach out to an interested Downtown Burbank merchant to invite them to serve on the sub-committee with the appointed Board members. Ted Slaughter made a motion to appoint Michael De Leon, Christine Deschaine, and Dominick Scarola to serve on the Holiday Décor Sub-committee, seconded by Jim O'Neil; motion carried 8-0. Staff will also reach out to any interested Downtown Burbank Merchants to invite participation.

**J. Downtown Burbank Leasing and Development Update**

Staff presented several leasing updates to the Board including:

**Coming Soon:**

- Finney's Craft House in the former Market City Café Space
- F-45 Fitness on Orange Grove Ave. behind Shake Shack
- Sushi Stop in the former Chronic Taco's space
- Story Tavern's new Cider Works in the former Monster Noodle space (next to Story Tavern)
- Starbuck's on the Burbank Town Center terrace next to Panini Kebab Grill
- Han Korean BBQ in the former PF Chang's location
- Round 1 Bowling and Entertainment in the former Sports Chalet
- Long Horn Steakhouse i in the former Hooters

**Now Open:**

- OG Wingz is now open on Alameda
- TAP (The Asian Project) is now open on San Fernando

**K. 2019 Downtown Burbank Winter Wine Walk and 2019-20 Ice Rink Update and 2020 Event Calendar**

The 2019 Winter Wine Walk experienced a slight decrease in ticket sales totaling 1,500 versus 1,600 in 2018. Overall, event attendance at the free holiday street fair increased to 15,000 attendees with greater traction of drive time and out-of-state ticket sales. The event provided guests with 23 in-store tasting locations and 5 pop-up wine gardens featuring an additional 30 tasting booths. Staff is working with the

California Beer Festival team to enhance next year's event with expanded tasting locations and upgraded entertainment. The 2019 event was supported by sponsorship funding from Visit Burbank.

Despite a neighboring ice rink set up in the City of Glendale, The Rink experienced good attendance and marketing exposure this holiday season. Open from December 12, 2019, through January 5, 2020, more than 11,600 skaters, both paid and complimentary visited The Rink, down slightly from 13,000 in the previous year. Total attendance at The Rink as determined by waivers signed was 14,108. The decrease in skaters can be partially attributed to Glendale's seasonal outdoor ice rink. Staff will be working with the Ice America event production team (who also produced the ice rink in Glendale) to determine if Glendale will be holding a 2020-21 ice rink, and if so the best way to coordinate on marketing and exposure to enhance Downtown Burbank's attendance.

The tentative event dates for 2020 events have been set and include:

- Downtown Burbank Arts Festival: May 16 - 17, 2020
- Downtown Burbank Car Classic: August 1, 2020
- Downtown Burbank Winter Wine Walk: November 14, 2020
- The Rink in Downtown Burbank: December 10, 2020 - January 3, 2021

**L. On-going Operational Issues**

**ACTION ITEM**

Staff asked the Board to consider transferring \$20,000 in funding from the PBID holding account to cover February ambassador fees of \$15,000, and administrative expenses of \$5,000. Michael DeLeon made a motion for approval, seconded by Dominick Scarola; motion carried 8-0.

**Meeting Adjourned 10:25am**

**M. Future Agenda Items:**

- a) Complete Streets Update
- b) Street Plus Update
- c) Burbank Civic Center Plan Update

**N. Next Scheduled Meeting: March 5, 2020**