

**DOWNTOWN BURBANK P-BID BOARD MEETING  
MINUTES FOR MEETING OF July 9, 2020**

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

Zoom Meeting

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

Members Absent: Michael Cusumano, Cusumano Real Estate Group, **Chair**  
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.  
Simone McFarland, Community Development Dept.  
Teresa Mackey, Downtown Burbank Partnership Bookkeeper  
Bob Newman, StreetPlus Team Lead

The Board meeting was called to order at 9:06 a.m., Thursday July 9, 2020

**A. Roll Call**

**B. Announcements**

- **Business Updates:** On Saturday, June 27th, bars in Los Angeles County were ordered to be closed until further notice. Additionally, on Thursday, July 2nd, LA County ordered the closure of indoor dining at all restaurants and food facilities for the next three weeks. The PBID will continue to update all merchants and property owners on LA County Department of Public Health Orders as they are released.
- **Downtown Burbank Car Classic:** This event is tentatively postponed to Saturday, October 17th. Staff will update the Board as the event planning progresses.
- **Annual Report:** An electronic version of the 2019-2020 Downtown Burbank Annual Report has been added to the website and distributed to all merchants and property owners via e-mail. Hard copies of the report have been mailed to the Board, and additional copies of the report can be requested by contacting staff.

- **Downtown Burbank Marketing:** Anyone Collective is working on three Marketing campaigns that will be debuted on social media during the next few weeks. The first campaign focuses on the Downtown Burbank Farmer's Market, while the other two campaigns will focus on family friendly events and outdoor dining, nightlife. These campaigns will emphasize that Downtown Burbank is open for business with more than 600 restaurants and shops, and continue promoting in store retail, outdoor dining and curbside pick-up.

**C. Public Comment**

Jeff Rector from the Burbank International Film Festival gave a brief update to the Board on plans for the 2020 event which will be held virtually September 9th through September 13th. All films will be available to view online for 90 days. Mr. Rector also offered a free ad in the festivals digital program to Downtown Burbank PBID.

**D. Response to Public Comment**

There was no response to Public Comment.

**E. Approval of Minutes**

**ACTION ITEM**

The minutes for the meeting of June 11, 2020, were presented for approval. Ted Slaught made a motion to approve the minutes as presented, seconded by Jim O'Neil; motion carried 10-0.

**F. Treasurer's Report**

**ACTION ITEM**

The Treasurer's Report through June 30, 2020, was presented to the Board by Treasurer Frank Gangi. Total liabilities and equity for the PBID currently stand at \$360,544. The Board reviewed the report as presented and Ted Slaught made a motion for approval, seconded by Frank Gangi; motion carried 10-0.

**G. StreetPlus Update**

StreetPlus Team Leader Robert Newman updated the Board on the Downtown Burbank Hospitality and Social Outreach Program. In light of the Coronavirus pandemic, StreetPlus staff is continuing to provide additional cleaning services to high-touchpoint areas including crosswalk buttons, benches, etc. Ambassadors are continuing to reach out to homeless community members offering services including placement in hotels to those who are eligible for project RoomKey.

There have been some complaints from residents at The Collection about skateboarders, which StreetPlus is working to mitigate. PBID staff will also work with The Collection property to discuss implementation of additional 'no skateboarding' signage. Over the next few weeks, StreetPlus will be applying a staggered schedule to allow for longer coverage times and additional on-site check-ins to keep extra eyes and ears on the Downtown as business begin to reopen, and regulations change. This will also help to maintain social distancing and safety in public areas with the approved temporary closure of San Fernando Blvd. to vehicle traffic.

**H. Budget Update**

Staff gave a brief update on assessed PBID properties that have defaulted on their 2019-20 secured property taxes. Some properties are working on a payment plan, which would allow up to five years to pay the taxes back. For this reason, staff has updated the 2020 PBID budget to account for uncollected assessment income not planned to be received in 2020. At this time, the PBID has enough reserve funding to cover all planned projects and programs for 2020 without disruption to services. If the uncollected assessment funds are not received in 2021, or if additional properties become unable to pay their property taxes, the PBID will need to restructure the annual budget, and may have to put some events and/or programs on hold. Staff is working with the City Attorney's Office to determine the best way to handle this concern going forward. Staff will continue to update the Board on this item as needed.

**I. Downtown Burbank Holiday Décor Action Item**

Staff updated the Board on the PBID's subcommittee recommendation to move forward with an agreement for The Christmas Light Guy Co. to provide holiday décor in Zones 1-3 including special décor at The Rink in Downtown Burbank for a not-to-exceed amount of \$112,000.

Per the Board's direction, The Christmas Light Guy Co. has agreed to a 2-year contract for \$100,800 annually, with option to extend for an additional year at the same cost. Staff noted that approved décor items currently include a 36' foot tree, street trees wrapped in lights along San Fernando, light poles wrapped with garland and bows in Zones 2-3, holiday wreaths on Zone 2 pergolas, and lighting and décor at The Rink. If there are any major changes to any décor items, the Board will be advised by staff. Ted Slaughter made a motion to approve an agreement with The Christmas Light Guy Co. and give permission to the Board Chair to sign the agreement after a review by the PBID attorney and City approval of décor items, seconded by Jim O'Neil; motion carried 10-0.

**J. Outdoor Dining Pilot Program Action Item**

In an effort to assist Downtown businesses with additional seating, PBID staff is working with the City to implement permitting for outdoor dining. The first change includes using street parking along San Fernando Blvd. to create communal outdoor dining parklets providing additional seating for businesses in Downtown. The second program, would allow businesses to apply for expanded outdoor dining areas, beyond what is currently permitted, onto sidewalks and in parking spaces along San Fernando Blvd.

To facilitate these changes, the City has issued Emergency Orders for Outdoor Dining allowing dining within private property parking lots and suspending the requirement for a permit when using a restaurant's private parking lot for outdoor dining. The second Emergency Order establishes a temporary expanded outdoor dining program allowing the Public Works Director or his designee to expand the number of allowable seats and tables beyond current limitations. Additionally, it

permits the expansion of outdoor seating on the public sidewalk beyond the sidewalks fronting the restaurant. These orders are currently set to expire on September 7, 2020.

In line with these new orders, and to assist local businesses, PBID Staff has created a pilot program for communal outdoor dining parklets. Staff is proposing that the PBID fund and maintain several temporary, communal, outdoor dining parklets in parking spaces along San Fernando and on the City owned portion of the AMC Walkway. All areas are proposed to include bistro tables with chairs as well as umbrellas for use by guests. Signs posted onsite will ask diners to be courteous and bus their tables, and both StreetPlus Ambassadors and StayGreen workers will monitor the area for cleanliness.

The outdoor dining parklets will be communal, and are not intended to serve any singular business. The parklets are spread throughout Zone 2 of the Downtown to ensure that seating is available on each block for guests who wish to sit outside and enjoy their carryout food, coffee, or desserts. The parklets cannot be reserved, and neither table service nor alcoholic drinks will be permitted in these areas.

In an effort to expedite the implementation of the proposed communal outdoor dining parklets, staff then asked the Board to consider approval of the creation of communal outdoor dining parklets on behalf of the PBID and allocation of a not-to-exceed project budget of \$30,000 dollars.

The Board discussed some concerns regarding use of the parklets by homeless individuals, and working with local restaurants to help maintain the parklet areas. After sharing some thoughts on parklets in other local cities and the recommendation to provide cables and locks for the tables, Christine Deschaine made a motion to approve the allocation of \$30,000 in PBID funding to create communal outdoor dining parklets in Downtown Burbank, seconded by Jim O'Neil; motion carried 10-0 with one abstention by Parham Yedidsion.

- K. On-going Operational Issues ACTION ITEM**  
Staff asked the Board to consider transferring \$90,000 in funds from the PBID holding account to cover July ambassador fees of \$15,000, marketing expenses of \$40,000, communal dining parklet expenses of \$30,000 and administrative expenses of \$5,000. Ted Slaughter made a motion for approval, seconded by Frank Gangi; motion carried 10-0.
- L. Future Agenda Items:**
- Complete Streets
  - Street Performer Ordinance
- M. Next Scheduled Meeting: August 2020**