

DOWNTOWN BURBANK P-BID BOARD MEETING
MINUTES FOR MEETING OF June 11, 2020

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**
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
Judie Wilke, Assistant City Manager
Parham Yedidsion, Evolution Strategic Partners LLC
- Members Absent: Brett Warner, Lee and Associates
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 9:07 a.m., Thursday June 11, 2020

A. Roll Call

B. Announcements

- **CDD Update:** Offices will reopen to the public via appointment beginning June 15th. Most services will continue to be made available online and via e-mail.
- **Batman Statue Update:** Fabrication of the first Visit Burbank selfie-spot statue has begun. The digital artwork and 3D prints will be completed and ready for shipment soon, followed by casting and assembly, which will take an additional 12-16 week. Completion is expected in September 2020.
- **Expanded Outdoor Dining Options:** In an effort to help facilitate LA County's current physical distancing recommendations, the PBID has been working with the City to discuss potential changes to outdoor dining in Downtown Burbank. The first prospective change would use street parking along San Fernando Blvd. to create communal outdoor dining parklets providing additional seating for businesses in Downtown. The second potential program, would allow businesses to apply for expanded outdoor dining area, beyond what is currently permitted, onto sidewalks. These programs could increase dining capacity for Downtown restaurants, and staff has received positive feedback from property owners in favor of this program.

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 March 5, 2020, were presented for approval. Jim O'Neil 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 May 31, 2020, was presented by staff. Total liabilities and equity for the PBID currently stand at \$405,362. The Board reviewed the report as presented and Michael de Leon made a motion to approve, seconded by Dominick Scarola; motion carried 10-0.

G. Downtown Burbank Website Update

Bahram Fattahinia, Tiffany Mok, and Steven Chavez from Downtown Burbank's marketing agency, ANYONE Collective reviewed the updated website with the Board. The site, which will be hosted at DTNBUR.com, will feature an interactive map, complete directory listing, hotel booking widget, and dedicated event and itinerary pages. The site is built out with search engine optimization and specialized interface to allow ease of use on computers, tablets, and phones. The site is being reviewed now by staff and should be launched in July 2020.

H. City of Burbank COVID-19 Update and Recovery Plan

Simone McFarland and Mary Hamzoian updated the board on the City of Burbank Recovery Plan that was approved by City Council on May 19th. The plan seeks to prevent homelessness, encourage development and business recovery, and create financial stability for residents. There are seven policies that guide the work of economic recovery in Burbank including:

- 1) Accessing and sharing information about recovery efforts and funding
- 2) Promoting businesses within the City to residents, visitors, and other businesses.
- 3) Assisting the most vulnerable members of the community with financial support through Eviction Orders, grants, Federal funding, etc.
- 4) Implementing use of online tools for streamlined project review and processing.
- 5) Updates to regulations/policies enabling business success and efficient home improvements.
- 6) Helping Burbank's tourism industry recover by promoting and marketing our hotels, restaurants, the Hollywood Burbank Airport, and other local destinations.
- 7) Collaborating with our government representatives at all levels to promote economic recovery while directly supporting our businesses and residents.

As the City continues the process of implementing and reevaluating the effectiveness of these policy-driven responses, it is anticipated that some of the measures in the recovery cycle may change depending on future Federal stimulus packages.

I. Downtown Burbank Event Updates

Due to COVID-19 some Downtown Burbank events have been postponed. Events may be further postponed, rescheduled, or canceled based on orders or regulations from the LA County Department of Public Health. Staff is hopeful that as the curve continues to flatten and restrictions are lifted that large-scale events will be able to take place in fall and winter. Staff will continue to update the Board as things progress. As of June, the following event are planned as follows:

- **Arts Fest:** The 17th Annual Burbank Arts Festival is now scheduled to take place December 5 – 6, 2020. The event will still be coordinated by Jackalope Arts and the Creative Talent Network (CTN) and there are no major changes to programming at this time.
- **Car Classic:** The Car Classic has been postponed and is planned to take place in October. Staff is working with the new event producers Pacific Experiential Partners, to confirm a new date, which will be announced in the coming weeks.
- **Winter Wine Walk:** No planned change in date or programming, this event is scheduled for Saturday, November 14, 2020.
- **The Rink in Downtown Burbank:** No planned change in dates or programming, the holiday ice rink is scheduled for December 10, 2020, through January 3, 2021

Patrick Prescott and Judie Wilke left the meeting.

J. Downtown Burbank Holiday Décor

Staff updated the Board on the search for new and expanded holiday décor. After a review of proposals received, five companies were selected to interview with the Holiday Décor Subcommittee. The Subcommittee met on May 6th for interviews via Zoom. Each company was asked to present a proposal for holiday décor in Zones 1-3 including special décor at The Rink in Downtown Burbank for a not-to-exceed amount of \$112,000.

After the interviews were complete, the subcommittee chose two companies to submit additional information for final review. From those submissions, it was determined that, *The Christmas Light Guy Co.* would be the best company to recommend to the Board for final approval. Staff reviewed the proposed holiday décor and company information with the Board, noting that changes or modifications may be implemented in order for décor items and installation to be approved and permitted by the proper City departments. Staff asked the Board to review and discuss approval of the *Christmas Light Guy Co.* as the PBID's décor company, with either a 1-year or a 3-year contract.

The Board requested that staff pursue a 2-year contract with an option to extend for a third year. Staff will bring back a revised décor proposal to the Board in July for final approval.

K. On-going Operational Issues

ACTION ITEM

Staff asked the Board to consider transferring \$50,000 in funding from the PBID holding account to cover May and June ambassador fees of \$30,000, marketing expenses of \$15,000 and administrative expenses of \$5,000. Michael de Leon made a motion for approval, seconded by Jim O'Neil; motion carried 8-0.

L. Future Agenda Items:

None at this time.

M. Next Scheduled Meeting: July 2020