

**DOWNTOWN BURBANK P-BID BOARD MEETING
MINUTES FOR MEETING OF March 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 9:04 a.m., Thursday February 4, 2021

A. Roll Call

B. Announcements

- **AUP and CUP Urgency Ordinance:** City council approved the urgency ordinance to temporarily remove the Administrative Use Permit (AUP) and Conditional Use Permit (CUP) for Downtown Burbank. This means that for the next 24 months, the AUP process for new restaurants, and the CUP process for restaurants, breweries, distilleries, and wineries selling alcohol for off-site consumption is temporarily removed.

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 February 4, 2021, were presented for approval. Frank Gangi 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 February 28, 2021, was presented to the Board by Treasurer Frank Gangi. Mr. Gangi noted that total liabilities and equity for the PBID currently stand at \$257,916. Staff noted that assessment income for January had not yet been recorded, and additional assessment income was expected in January. The Board reviewed the report as presented and Michael DeLeon made a motion for approval, seconded by Ted Slaughter; motion carried 10-0.

G. StreetPlus Update

StreetPlus Team Leader Robert Newman updated the Board on the Downtown Burbank Hospitality and Social Outreach Program statistics for January and February 2021. Mr. Newman reported that the Ambassadors had made great strides with encampment clean-up efforts and homeless outreach providing a total of 98 social service contacts for January and February.

StreetPlus Ambassadors also continue to provide expanded maintenance services in Downtown Burbank including frequently disinfecting high-touch areas, providing disposable masks to community members to help limit the spread of germs, and cleaning and maintaining the PBID's communal dining areas.

H. SB 314 Bar and Restaurant Recovery Act Letter of Support ACTION ITEM

The City will be preparing a letter to Senator Scott Wiener's Office in support of his proposed Bar and Restaurant Recovery Act, or SB314. The Bill proposes to loosen certain alcohol laws throughout the state with the goal of providing more flexibility to bars, restaurants and music venues in order to help them stay afloat.

The Bill would make permanent some of the changes that have been temporarily allowed since the pandemic began, such as allowing restaurants to serve alcohol in outdoor spaces like parking lots and sidewalks. It would also simplify certain permitting hurdles for pop-ups, make it easier for restaurants to get catering licenses and expedite the liquor license approval process. Also, music venues would no longer need to have full kitchens to get liquor licenses.

Staff asked the Board to consider preparing a letter in support of this Bill, in line with the Cities correspondence. Ted Slaughter made a motion to direct staff to prepare a letter in support of SB 314, signed by the Chair and sent Senator Scott Wiener's Office on behalf of the Downtown Burbank Partnership, seconded by Jim O'Neil; motion carried 10-0.

H. Business Attraction and Subcommittee Discussion ACTION ITEM

Following the February PBID Meeting, Board member Parham Yedidsion requested that staff discuss current business attraction efforts for Downtown and review the

potential implementation of a Business Attraction Subcommittee with the Board at the March meeting.

Prior to the discussion of a potential subcommittee, staff provided an update on recent attraction efforts for Downtown Burbank. It was noted that, in large part due to the pandemic, Downtown Burbank has experienced an increased number of business closures. As recovery efforts continue, and commercial rent forbearance expires, staff does anticipate that some additional closures may occur. Since March 2020, the following businesses have closed in Downtown Burbank:

Business Name:	Address:	Replaced By/Notes:
Pizza Rev	175 E Palm	Silverlake Ramen (2021)
Lee's Beauty Supply	147 N San Fernando	
City Salon	234 N San Fernando	
Panera Bread	132 E Palm	
Seoul Korean	122 N San Fernando	Leased - To Be Announced
Moore's Deli	271 E Orange Grove	Cheebo (Now Open)
Wild Carvery	150 E Olive Ave	Leased - Office Space
Burbank Town Center	201 E. Magnolia Blvd.	<i>Closures include: Panini Kebab Grill, NY & Co., Aldo Shoes, and Game Stop.</i>
TAP Buns & Bowls	130 N San Fernando	Wild Carvery (March 2021)
Pho Burbank	124 N San Fernando	Leased - To Be Announced

Despite the economic climate, Downtown Burbank is experiencing a quick turn-over of vacant sites. Additionally, staff continues to attend webinars, seminars, and economic updates in order to provide the best leasing advocacy services for Downtown Burbank possible. Thorough proactive communication with brokers and property owners, and consistent outreach to our desired tenants, staff is happy to report many new businesses and several under construction with plans to open in 2021.

Cheebo Express is now open on the corner of Orange Grove and Third in the space formerly occupied by Moore's Deli, they have recently reopened their patio for outdoor dining. A new fusion restaurant called **Via Selfie Kitchen** is also now open on East Alameda near to IKEA, and **Sushi Stop**, is now open on the AMC Walkway in the former Chronic Tacos space. **Artelice Patisserie**, held their soft open the weekend of February 27th. **Wild Carvery** is expected to reopen in their new space at the end of the month, and on south Glenoaks, **Papa's Meat and Seafood**, a butcher shop will open.

Finney's, is still set to open this summer in the former Market City Caffe space, and **Milano Café and Deli** will be opening on E. Palm Ave. in the former Pampas Grill.

Story Tavern's **Cider Works** (next door to Story Tavern), is also under construction and will open in 2021, and at the Burbank Town Center, **Han Korean BBQ** plans to open will open in the former PF Chang's location later in the year.

In addition to the recent announcement of **Silverlake Ramen** in the former Pizza Rev, staff announced that two new restaurants that are expected to open later in 2021, in the former Pho Burbank and Seoul Korean spaces respectively, those details will be announced in the coming weeks.

Parham Yedidsion then spoke about the creation of a subcommittee to provide outreach to brokers and tenants, and create marketing materials in an effort to change the perception of Downtown Burbank and attract a different caliber of businesses to Downtown Burbank. Christine Deschaine agreed that broker engagement and education efforts would be beneficial for Downtown Burbank, and could help with leasing efforts. Brett Warner noted that focusing on office outreach to activate available properties would be beneficial a well, bringing in new clientele for businesses.

After some additional discussion, Frank Gangi made a motion to approve Resolution 2021-002 establishing a sub-committee to discuss business attraction efforts appointing Parham Yedidsion, Christine Deschaine, and to the Business Attraction Subcommittee, seconded by Jim O'Neil; motion carried 10-0.

I. Street Closure Update and Discussion ACTION ITEM

Staff provided an update on the newly installed K-Rail decals. Each decal features a logo, tagline, brand colors, and QR codes that direct guests to the Downtown Burbank Website.

Staff then provided an update on the Outdoor Dining Subcommittee meeting from Thursday, February 25th. At this meeting, the subcommittee reviewed parklet use, location, and management for Downtown Burbank. After some discussion and a review of potential locations, the subcommittee decided to direct staff to move forward and research proposals for the purchase and install eight outdoor parklet areas. This proposal would cover all current in-street dining areas except for the current Palm Ave. area.

It was mutually agreed that some of the areas should remain communal, and would continue to be managed by the PBID via StreetPlus Ambassador services. The remaining areas may be used for private dining by restaurants. Usage of the AMC Walkway for communal dining will also continue to be considered though no parklet installation is needed. The private parklet areas will be funded by the Downtown Burbank PBID, and remain property of the PBID. Downtown Burbank Businesses wishing to use the parklets for private use would enter into an agreement to regulate maintenance, design, guidelines for use, and liability.

No decision was requested of the Board, and after some discussion the Board agreed with the subcommittees plans to move forward. Staff will move forward and installation details and costs before bringing a formal cost proposal to the Board for approval. The hope is that the parklets will be completed before summer.

Judie Wilke left the meeting at 10:02am

Patrick Prescott left the meeting at 10:06am

J. On-going Operational Issues

ACTION ITEM

Staff asked the Board to consider transferring \$30,000 in funds from the PBID holding account to cover \$10,000 in marketing expenses, \$5,000 in wayfinding expenses and \$15,000 in ambassador expenses. Jim O'Neil made a motion for approval, seconded by Michael DeLeon; motion carried 8-0.

The Meeting adjourned at 10:134am.

K. Future Agenda Items:

- Economic Development Taskforce Update
- Dining Parklet Update

L. Next Scheduled Meeting: April 1, 2021