

**DOWNTOWN BURBANK P-BID BOARD MEETING
MINUTES FOR MEETING OF March 5, 2020**

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

150 N, Third Street Burbank, Room 104 CA 91502

Members Present: James O'Neil, Crown Realty & Development, **Vice Chair**
Ted Slaughter, The Village Walk **Secretary**
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

Members Absent: Michael Cusumano, Cusumano Real Estate Group, **Chair**
Christine Deschaine, Kennedy Wilson
Brett Warner, Lee and Associates
Parham Yedidsion, Evolution Strategic Partners LLC
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.

The Board meeting was called to order at 9:10 a.m., Thursday March 5, 2020

A. Roll Call

B. Announcements

- **I-5 Freeway Update:** The Burbank Blvd. closure date has been updated and construction will not begin on Saturday, March 14, a new date will be announced when available. As a reminder, Burbank Blvd will be closed between San Fernando Boulevard and Front Street as crews demolish and reconstruct the Burbank Blvd Bridge over Interstate 5. The closure is expected to last about 14 to 16 months.
- **Arts Fest:** The 17th Annual Burbank Arts Festival will take place Saturday and Sunday May 16-17 from 11am to 7pm each day. The event will be coordinated by Jackalope Arts and the Creative Talent Network (CTN) and will include handmade fashion and jewelry design, ceramics and paper goods, home decor and housewares, art, photography, and animation artisans from top local studios. (Note: This event has now been postponed to June 27-28, 2020).
- **Burbank Center Plan:** The City is in the process of updating the Burbank Center Plan. Recently, our Planning Department was awarded a \$310,000 grant to facilitate CEQA Streamlining for future housing development projects within the plan area. The Burbank Center Plan, originally adopted in 1997 addresses long-

range land use and transportation planning for the area, and focuses on several major opportunity sites.

- **Holiday Décor RFP Update:** Eight holiday décor applications were received in response to the PBID's request for proposal. After a review by staff to ensure that all parameters and not to exceed amounts were met, five companies have been selected to interview with the Holiday Décor Subcommittee. The Subcommittee will meet at the end of the month to interview and select a holiday décor company to recommend to the Board for approval.
- **Orange Grove Parking Structure:** Staff is working with Public Works on an opportunity to repaint the City's Orange Grove Parking Structure. The structure is due for repairs and repainting and staff is working to provide some additional design options to beautify the structure with new colors and Downtown Burbank logos. Staff will offer more updates on this proposed project once available.
- **MUSEXPO:** Visit Burbank is sponsoring the annual MUSEXPO, a global music and media industry summit held at The Castaway. This is MUSEXPO's second year in Burbank. The event welcomes more than 2,000 representatives and artists from across the globe and accounts for more than 700 room nights at Burbank Hotels (a majority of which are in Downtown). Visit Burbank will have a booth at the event and is providing gift bags to the event delegates.

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 6, 2020, were presented for approval. Frank Gangi made a motion to approve the minutes as presented, seconded by Ted Slaught; motion carried 7-0.

F. Treasurer's Report

ACTION ITEM

The Treasurer's Report through February 29, 2020 was presented by staff. Total liabilities and equity for the PBID currently stand at \$268,466. The Board reviewed the report as presented, and Frank Gangi made a motion to approve, seconded by Jim O'Neil; motion carried 7-0.

G. Complete Streets Update

Assistant CDD Director for Transportation David Kriske and Associate Transportation Planner Hannah Woo provided an update on the citywide Complete Streets Plan. The Plan strives to fulfill the City's Burbank2035 General Plan by creating an actionable long-range transportation-planning document for the community. The Plan will identify future goals, policies, guidelines, and develop an implementation plan for future projects. The Plan will identify benchmarks for new ways in which the City of Burbank can improve safety, mobility, sustainability, health, transportation equity, connectivity, and economic vitality to build better neighborhoods and develop responsibly in the future.

H. StreetPlus Update

StreetPlus Ambassador Bob Newman updated the Board on the Hospitality and Social Service Outreach Program. Since the inception in March 2019, the Program has helped 31 homeless individuals receive housing, housing support or transportation back to their families. Additionally, the Program has:

- Provided 156 Wellness Checks with Homeless Community Members;
- Resolved 29 Trespassing Issues and 27 instances of Public Intoxication and Drug use;
- Assisted with 14 Homeless Encampments and 15 Homeless Individuals Blocking Public Sidewalks;
- Provided 17 mental health checks to Homeless Individuals Requiring Special Assistance;
- Handled 36 Noise Complaints and Verbal Disturbances;
- Made 186 Social Service Contacts for Homeless Community Members, and
- Dealt with 145 Instances of Aggressive Panhandling.

The PBID's contract with StreetPlus auto-renews through March 4, 2022. The StreetPlus team has developed an invaluable relationship with Burbank PD, the MHET Team, and our City's homelessness services team. StreetPlus also currently provides 24-hour services at the Downtown Burbank Metrolink Station, funded by the city's Transportation Division. Additionally, the City recently approved the hire of an additional homeless services liaison from StreetPlus who will provide services on a citywide basis. This program is set to begin this spring.

I. On-going Operational Issues

ACTION ITEM

Staff asked the Board to consider transferring \$45,000 in funding from the PBID holding account to cover March ambassador fees of \$15,000, Car Classic fees of \$10,000, marketing expenses of \$15,000 and administrative expenses of \$5,000. Ted Slaughter made a motion for approval, seconded by Dominick Scarola; motion carried 7-0.

J. Future Agenda Items:

None at this time.

K. Next Scheduled Meeting: April 2, 2020