

**DOWNTOWN BURBANK P-BID BOARD MEETING
MINUTES FOR MEETING OF May 6, 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
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)
Patrick Prescott, Community Development Director

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 9:05 a.m., Thursday May 6, 2021

A. Roll Call

B. Announcements

- **Opening Soon: Milano Café and Deli** will open in June. Construction is moving along at **Finney's**; they plan to open early in June as well. Ted Slaughter also announced the **Ciderworks** plans to open in late June.
- **Economic Recovery Taskforce Outreach meetings:** The City has been hosting a series of Economic Recovery taskforce meetings with various business industries. An invite to Downtown Burbank Merchants and Property Owners for a meeting in May is forthcoming.
- **Vehicle Charging Stations:** Construction began on May 3rd for the installation of some new vehicle charging stations in the upper CSB Parking Lot (near to the Wells Fargo). The parking lot will be out of commission for approximately five weeks while the stations are installed. Staff is working with the Farmers Market management team to promote the additional adjacent parking opportunities for guests on Saturday mornings while this construction takes place.

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 4, 2021, were presented for approval. Judie Wilke made a motion to approve the minutes as presented, seconded by Ted Slaughter; motion carried 9-0.

F. Treasurer's Report

ACTION ITEM

The Treasurer's Report through April 30, 2021, was presented to the Board by Treasurer Frank Gangi. Mr. Gangi noted that total liabilities and equity for the PBID currently stand at \$236,757. The Board reviewed the report as presented and Ted Slaughter made a motion for approval, seconded by Jim O'Neil; motion carried 9-0.

G. Burbank International Film Festival Update

Burbank International Film Festival CEO Jeff Rector provided an update to the Board on plans for the 2021 festival. Going forward, the event will have both virtual and in-person elements, with screenings taking place at the Burbank AMC 16 theaters. The event dates have been set for September 9 thru September 13, 2021. Plans are underway for the red carpet event as well, which is scheduled to take place at the Burbank Airport Marriott.

H. Golden State Specific Plan and Downtown Burbank TOD Specific Plan

Associate Planner Daniel Villa and Senior Planner Leonard Bechet from the City's Planning Division made presentations to the Board on two Long Range Planning Projects: The Golden State Specific Plan and The Downtown Burbank Transit Oriented (TOD) Specific Plan. Each plan provides recommendations, insight, and plans for specific project areas in the City on a long-term basis. The presentation to the Board is the first step in an effort to receive feedback and comments on the planned changes. Going forward, additional public workshops and the creation of drafts of each plan and associated environmental documents will be shared with the Board and Downtown Burbank merchants.

I. Street Closure Update and Discussion

Staff provided a brief update to the Board on the Outdoor Dining Resolution that was approved by City Council on April 27th. This resolution authorizes the extension of outdoor dining permits, and also allows businesses to continue to use in-street parking for dining along San Fernando Blvd. through December 31, 2021. Additionally, the resolution allows restaurants to obtain approval from the Fire and Public Works departments to install lighting, canopies and/or heaters in their outdoor dining spaces. Information on these new opportunities was sent to all Downtown Burbank merchants.

It was also noted that in the process of drafting this resolution and accompanying report, City Council requested that staff look into the possibility of closing San Fernando Blvd. to traffic on a long-term basis. To obtain feedback from residents, visitors, businesses, and property owners, a survey was created to get feedback on the future evolution of Downtown Burbank. The survey was sent out on May 3rd, in the May merchant newsletter. Downtown Burbank Ambassadors are also conducting intercept surveys over the next few weeks to get feedback from visitors and residents.

The request by City Council to look into the potential closure of San Fernando Blvd. to traffic would affect the installation and layout of our outdoor dining parklets. Staff will continue working with the PBID Subcommittee to look into these potential changes and feedback further.

Staff is still continuing to look into parklets for Downtown Burbank, and has been working to get costs. To help reduce total costs, staff is confirming the need and use of space with all currently permitted restaurants and also looking into decreasing the number of communal dining areas. A more comprehensive update will be provided once survey feedback has been received, and discussions with the City Manager's Office have taken place.

H. Broker Marketing Subcommittee Update and Discussion ACTION ITEM

The Broker Outreach subcommittee gave an update on their plans to market and promote Downtown Burbank to the local broker community with the goal of changing the perception of Downtown Burbank and elevating the tenant mix for the area. The committee decided that the creation of marketing materials including: a brochure, online advertising, dedicated press releases, and a LinkedIn page, would all be beneficial components of this outreach plan. With that in mind, staff developed a Request for Proposal (RFP) to hire a marketing company and/or PR firm to create promotional materials and opportunities to market Downtown Burbank specifically to brokers. To facilitate this, the subcommittee is requesting a budget allocation of \$15,000 with \$10,000 in funding dedicated to a marketing firm and \$5,000 dedicated to ad spends. The funding being requested is beyond current annual marketing expenses, and would need to be allocated from PBID reserve funding.

The Subcommittee members discussed the potential marketing campaign with the other Board members, and it was agreed that this would be an important step forward for the Partnership in attracting new and exciting tenants.

Staff then also announced that several local brokers would be included in the upcoming Broker Subcommittee meeting to give feedback and share their thoughts on the future evolution of Downtown Burbank. The hope is that in the future these brokers will act as ambassadors for the area.

Following some additional discussion, Frank Gangi made a motion to approve the Broker Marketing RFP and an allocation of \$15,000 to Broker marketing efforts, seconded by Christine Deschaine; motion carried 9-0.

J. On-going Operational Issues

ACTION ITEM

Staff asked the Board to consider transferring \$80,000 in funds from the PBID holding account to cover \$50,000 in marketing expenses, \$20,000 in ambassador expenses, and \$10,000 to replenish the Partnerships Money Market account. Jim O'Neil made a motion for approval, seconded by Ted Slaughter; motion carried 9-0.

K. StreetPlus Update

The StreetPlus update was tabled to the June 2021 Partnership Meeting in the interest of time.

The Meeting adjourned at 10:15am.

L. Future Agenda Items:

- Dining Parklet Update

M. Next Scheduled Meeting: June 3, 2021