

**DOWNTOWN BURBANK P-BID BOARD MEETING
MINUTES FOR MEETING OF November 5, 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**
Frank Gangi, Gangi Development, **Treasurer**
Christine Deschaine, Kennedy Wilson
Michael de Leon, Burbank Town Center Manager
Patrick Prescott, Community Development Director
Dominick Scarola, North End Pizzeria
Brett Warner, Lee and Associates
Judie Wilke, Assistant City Manager
Parham Yedidsion, Evolution Strategic Partners LLC

Members Absent: Barbara Holliday, Flappers Comedy Club (non-voting)

Department Key Staff: Mary Hamzoian, 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 9:03 a.m., Thursday November 5, 2020

A. Roll Call

B. Announcements

- **Street Closure:** The City has revised the Emergency Order closing San Fernando from Magnolia Blvd. to Angeleno Ave. extending the closure to January 18, 2021.
- **COVID-19 Survey #2:** The City has distributed a survey to get feedback on how the Pandemic has effected Burbank businesses. A survey link was sent in the November Business Newsletter, and a reminder will be sent next week as well.
- **Holiday Décor:** Downtown's new holiday décor installation began in late October with street trees along San Fernando wrapped in warm LED lights. This install added ambiance and additional lighting to the district as the sun began to set earlier in the evenings. The remaining holiday décor including our 36' tree, holiday wreaths, and photo props will be installed from November 11th – 13th.
- **Face Covering Enforcement:** The City has implemented a new enforcement program for face coverings. Beginning on October 30th, enforcement officers have begun issuing citations with a monetary fine for non-compliance. Enforcement efforts focus on highly populated areas of the City including Downtown Burbank.

- **Batman Statue:** Thanks to our sister organization Visit Burbank, a new bronze Batman statue will be unveiled on November 19th on the AMC Walkway. A promotional video with details of the unveiling will be posted on social media soon.
- **Burbank Tech Talks:** The last Burbank Tech Talk of the year will take place virtually on Wednesday December 2nd. The webinar is a part of the Economic Development Department's recovery and resiliency series featuring resources for businesses as we move through the stages of economic recovery as a result of the Pandemic. The event is free to all Burbank businesses and entrepreneurs.
- **Now Open:** Cheebo, a restaurant known for its breakfast and brunch offerings has opened a delivery hub 'Cheebo Express' in the former Moore's Deli.

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 September 10, 2020, were presented for approval. Jim O'Neil noted a spelling error on page one of the minutes. Frank Gangi made a motion to approve the minutes with the spelling correction noted, seconded by Ted Slaughter; motion carried 11-0.

F. Treasurer's Report

ACTION ITEM

The Treasurer's Report through October 31, 2020, was presented to the Board by Treasurer Frank Gangi. Total liabilities and equity for the PBID currently stand at \$86,893. The Board reviewed the report as presented and Patrick Prescott made a motion for approval, seconded by Michael de Leon; motion carried 11-0.

G. 2019 Tax Returns

ACTION ITEM

Staff presented the draft 2019 tax returns to the Board for review and approval. Ted Slaughter made a motion to approve the 2019 taxes and give permission to the Board Chair to sign them for submission, seconded by Frank Gangi; motion carried 11-0.

H. StreetPlus Update

StreetPlus Team Leader Robert Newman updated the Board on the Downtown Burbank Hospitality and Social Outreach Program statistics for September and October. Downtown Burbank continues to welcome more guests as shown by a reported increase in visitors asking for information and directions and an uptick in street performers. Ambassadors continue to reach out to homeless community members offering services including placement in hotels to those who are eligible for Project RoomKey and bridge housing. Since March 2019, StreetPlus has assisted 81 individuals with housing or housing supportive services.

Mr. Newman also reported that the StreetPlus Ambassador vehicle had been updated with logo decals for both Downtown Burbank and the City of Burbank so that it would be more easily identifiable.

After the update, Mr. Yedidsion noted that there have been some issues with the homeless community and the Collection's shared parking lot. Staff will reach out after the meeting to assist in remedying this issue.

I. Complete Streets Update

Assistant CDD Director for Transportation David Kriske and Senior 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 presented for the Downtown Burbank area outlines two potential opportunities: First, to change vehicular traffic to two lanes one-way only traveling northbound. Second, to change from two lanes one-way to one lane, one-way. Each plan also includes modifications to increase the size of the sidewalk and provide more street trees and/or shade structures. The estimated cost to implement the plans range in cost from \$255,000 to \$3.3 million.

Currently, there is no funding allocated to implementation of any portion of the Complete Streets Project, including proposed modifications to Downtown Burbank. The Board expressed interest in staying up to date as The Complete Streets Plan is reviewed by other organizations, and potentially working to include elements of the Plan into future Downtown Burbank development.

J. Street Closure Update and Discussion

In July of this year, the Partnership approved the purchase of barricades and creation of five communal outdoor dining parklets. These parklets were funded and installed by the PBID and have received very positive feedback from guests. Each area features signage, umbrellas, and bistro tables that are maintained and cleaned by StreetPlus Ambassadors. In addition to the parklets installed by the PBID, restaurants may apply for permits to extend current sidewalk dining and/or expanded dining onto San Fernando Blvd. Several restaurants have taken advantage of this opportunity including Story Tavern, Fantasia, Over/Under Public House, and more.

With the information from the approved Complete Streets Plan reviewed, staff asked the Board for further input regarding the future of street closure and outdoor dining programming in Downtown Burbank. Going forward, several recommendations can be considered by the PBID with both long and short implications including:

- The addition of permanent communal dining parklets either privately run or facilitated by the PBID;
- Allowing for the continuation of expanded outdoor dining on sidewalks and private parking lots, and
- Extending all outdoor dining and the accompanying street closure until some form of indoor dining is again permitted, date TBD.

Staff shared that the facilitation of outdoor dining may be crucial as a short-term solution until indoor dining is again permitted. Mr. Slaughter echoed that without expanded outdoor dining many more restaurants in Downtown Burbank might have

closed permanently. He also recommended that staff look to update the City's building code allowing for more outdoor environments in establishments to assist as business change and adapt their model going forward.

Mr. DeLeon noted that the current 'hybrid' approach with the PBID maintaining communal parklets and restaurants applying for private parklet areas as needed was a good option to look at for the future. Mr. Yedidsion shared that having businesses responsible for the installation, care, and maintenance of the parklets would take some of the responsibility off the PBID.

The PBID can help to facilitate communal areas as needed, and work with the City to express interest in other opportunities such as those presented. It was noted by staff that funding future improvements including permanent dining parklets may be costly and so considerations will need to be made going forward on program allocations. Staff is currently looking into grant opportunities to cover some of the larger expenses associated with the Complete Streets Plan including a possible EDA Grant submitted in partnership with the City. Other ideas discussed included reallocating budgeted marketing and event funds and creating design standards for potential parklets in partnership with the City.

After further discussion, Mr. Prescott recommended that the PBID set up a meeting with the Director of Public Works to share ideas and feedback on the current street closure and future programming. The Board recommended that other local merchants be invited to attend the meeting to give their feedback as well.

To facilitate this discussion, staff will work to create an open house style meeting at the end of November or in early December so that future opportunities to implement long-term dining options in the Downtown via expanded sidewalk and parking areas, permanent dining parklets, or permanent street closures can be discussed with City staff. The PBID's communal outdoor dining parklets, expanded outdoor dining permits, and the temporary closure of San Fernando Blvd. is under the purview of the City Manager and City Council with approval by the Public Works Department. Any programming changes or recommendations will need to be approved and discussed with the appropriate Departments.

K. Downtown Burbank 2020 Budget Update

Staff presented a brief overview of the 2020 budget to date. Due to the COVID-19 pandemic, several budget categories were not expensed in their entirety this year including event programming, wayfinding signage, and conferences. Conversely, some funding was expensed for unexpected projects including: communal dining area expenses and street closure related wayfinding signage. A large portion of assessment income is still pending due to late property tax payments; these funds are expected to arrive by December.

Assuming that assessment income is received in December as anticipated, the PBID could expect to have an inflow of reserve funding going into 2021. Staff will bring

back an updated budget after the City's books have closed to show actual funds available and sharing ideas for their allocation to projects including outdoor dining parklets and AMC Walkway beautification.

L. On-going Operational Issues

ACTION ITEM

Staff asked the Board to consider transferring \$40,000 in funds from the PBID holding account to cover October and November ambassador fees of \$30,000 and marketing expenses of \$10,000. Dominick Scarola made a motion for approval, seconded by Michael de Leon; motion carried 11-0.

M. Future Agenda Items:

- Street Performer Ordinance

N. Next Scheduled Meeting: December 3, 2020

DRAFT