

**DOWNTOWN BURBANK P-BID BOARD MEETING
MINUTES FOR MEETING OF September 10, 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
Parham Yedidsion, Evolution Strategic Partners LLC

Members Absent: Brett Warner, Lee and Associates
Judie Wilke, Assistant City Manager
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.
Teresa Mackey, Downtown Burbank Partnership Bookkeeper
Bob Newman, StreetPlus Team Lead

The Board meeting was called to order at 9:00 a.m., Thursday September 10, 2020

A. Roll Call

B. Announcements

- **Event Updates:** Due to the Coronavirus pandemic, the PBID has made the difficult decision to cancel all special events through December 2020. The Rink in Downtown Burbank may potentially be able to take place depending on LA County regulations for outdoor activities and cost estimates from Ice America. If an outdoor rink is feasible, staff will bring back information and costs for approval at the October or November meeting.
- **Street Light Update:** All Downtown Burbank pergolas featuring pendant light fixtures were repaired and cleaned with replacement LED bulbs.
- **Downtown Burbank Marketing:** Anyone Collective is working on the fall marketing campaign for Downtown. While summer ads focused on the Farmer's Market, fall ads will feature our new Al Fresco dining program. In addition to ads on social media sites, eight new bus shelter ads are being installed around the City promoting al fresco dining. Moving into the holiday season, Anyone will create marketing ads to promote our ambient holiday décor and holiday shopping in Downtown.

- **Website Updates:** The new Downtown Burbank Website will be launched this week. The site was completely refreshed and features a full directory of restaurants and stores, attractions, entertainment, hotels and other visitor highlights. The site is also ADA compliant and functional.

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 July 9, 2020, were presented for approval. Ted Slaughter made a motion to approve the minutes as presented, seconded by Jim O'Neil; motion carried 8-0.

F. Treasurer's Report

ACTION ITEM

The Treasurer's Report through August 31, 2020, was presented to the Board by Treasurer Frank Gangi. Total liabilities and equity for the PBID currently stand at \$261,992. The Board reviewed the report as presented and Ted Slaughter made a motion for approval, seconded by Jim O'Neil; motion carried 8-0.

Patrick Prescott arrived on the call.

G. StreetPlus Update

StreetPlus Team Leader Robert Newman updated the Board on the Downtown Burbank Hospitality and Social Outreach Program. With the closure of San Fernando Blvd. to traffic and increase in outdoor dining options, there has also been an uptick in visitors to the area and guests asking for information and directions.

Ambassadors are continuing to reach out to homeless community members offering services including placement in hotels to those who are eligible for project RoomKey and Bridge housing. With more access to housing opportunities, there has also been a decrease in public intoxication.

StreetPlus is tracking mask usage in the Downtown and have noted approximately 75 members of the public without masks weekly; about half are willing to accept a mask from Ambassadors. Mask usage will continue to be tracked and reported in the Downtown.

H. Outdoor Dining Update and Discussion

Action Item

At the July PBID Meeting, in an effort to expedite the implementation of communal outdoor dining parklets, 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 the evening, parklets are locked closed and happy

no issues with vandalism or graffiti have risen at this time. To help further beautify the area and promote social distancing, wraps were installed on all barricades in the area, and 6' square decals were placed along the centerline of San Fernando with taglines promoting the usage of masks and social distancing.

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 Kopan Ramen, Story Tavern, Shake Shack, and Over/Under Public House, and more.

To gather feedback from the merchants on how the closure of San Fernando Blvd. has effected business, a survey was sent to all merchants and property owners. Forty-nine businesses and property owners returned the survey, which featured widely varying results. Of those surveyed, 35% reported an increase in customers and sales since the closure while 28% reported a decrease. Approximately 53% of respondents said that the closure is a benefit for Downtown, and that the level of safety presence is appropriate, while 40% of respondents felt that the closure should last through Labor Day, 26% would like the closure to be permanent. Approximately 24.5% would like the closure to last through December 31, 2020.

Staff recommended that the Board review and consider any recommendations for permanent changes to traffic along San Fernando Blvd. after Planning and Transportation staff has again revisited The Complete Streets proposals at a future meeting.

The Board discussed the current outdoor dining program, and how to proceed based on the community and merchant feedback received. Several recommendations were considered by the Board with both long and short term implications including:

- The addition of permanent communal dining parklets
- Ending the street closure on October 4th and allowing for expanded outdoor dining on sidewalks and private parking lots.
- Extending all outdoor dining and the accompanying street closure thru Dec. 2020
- Extending all outdoor dining and the accompanying street closure until indoor dining is again permitted, date TBD.

The Board agreed that keeping the street closed at least through the end of the year would be beneficial, and that extending the closure further, or until in restaurant dining is allowed, should be considered. The Board would also like to look into future opportunities to implement long-term dining options in the Downtown beyond 2020 via expanded sidewalk and parking areas, permanent dining parklets, or permanent street closures. Ted Slaughter made a motion directing staff to share the Boards interest in extending the street closure through 2020, and to research and gather information on creative opportunities for expanded outdoor dining including all previously discussed options, seconded by Dominick Scarola; motion carried 9-0.

I. Downtown Burbank Leasing and Development Update

Staff provided several leasing and development updates to the Board including the planned 4Q openings of Finney's Craft House, Sushi Stop, and Cider Works. At this time, there are several business closures in Downtown that appear to be a result of Covid-19 including: Pizza Rev, Moore's Deli, Seoul Korean, Panera Bread, Lee's Beauty Supply, and City Salon. Dominick Scarola also confirmed that North End Pizza was officially closed as well. Staff is working with property owners and brokers to gather information and promote the leasable space to interested tenants as applicable.

J. Batman Statue Update

Thanks to our sister organization Visit Burbank, a new 7.5' tall bronze Batman statue will be installed this month on the Palm Paseo walkway. The statue was created in partnership with DC Comics in honor of Batman's legacy. Once installed, visitors and residents will be able to snap a selfie with the new Batman statue on their next visit to Downtown Burbank. Information and details on the statues unveiling will be shared with the Board in the coming weeks.

K. On-going Operational Issues

ACTION ITEM

Staff asked the Board to consider transferring \$30,000 in funds from the PBID holding account to cover September ambassador fees of \$15,000 and marketing expenses of \$15,000. Jim O'Neil made a motion for approval, seconded by Ted Slaught; motion carried 9-0.

L. Future Agenda Items:

- Street Performer Ordinance
- Complete Streets and Renderings
- The Rink in Downtown Burbank

M. Next Scheduled Meeting: September 2020