

**Downtown Burbank Partnership  
Meeting Agenda  
August 5, 2021 9:00 AM**

<https://burbankca.zoom.us/j/95862441902?pwd=WTJ3TncrcFA4aXVZckRjL2ZibkhDZz09>

Meeting ID: 958 6244 1902

Passcode: 688936

**A. ROLL CALL**

**B. ANNOUNCEMENTS**

**C. PUBLIC COMMENT**

At this time, anyone may address the Board for up to five minutes on any matter related to the PBID.

**D. RESPONSE TO PUBLIC COMMENT**

At this time, any Board Member can respond to comments made by the public.

**E. APPROVAL OF MINUTES**

**ACTION ITEM**

Minutes for the July 8, 2021, Board meeting will be presented for approval.

**F. TREASURER'S REPORT**

**ACTION ITEM**

The Treasurer's report as of July 31, 2021, will be presented for approval.

**G. ANYONE Collective Marketing Update**

Staff from ANYONE Collective will update the Board on the Downtown Burbank Marketing program including an overview of social media and digital marketing.

*Staff Recommendation: Note and file.*

**H. StreetPlus Update**

Staff from StreetPlus will update the Board on the Downtown Burbank Hospitality and Social Outreach Services program and staffing changes.

*Staff Recommendation: Note and file.*

**I. Broker Marketing Subcommittee Update & Discussion**

Staff and subcommittee members will provide an update on the Broker Marketing Subcommittee.

*Recommendation: Note and file.*

**J. San Fernando Blvd. and Music on the Boulevard Update and Discussion**

Staff and subcommittee members will provide an update on outdoor dining and parklets and information on a new program to coordinate small performances and attract visitors to Downtown Burbank.

*Recommendation: Note and file.*

**K. On-Going Operational Issues**

**ACTION ITEM**

Staff will ask the Board to consider transferring \$100,000 in funding from the PBID holding account to cover \$50,000 in marketing expenses, \$10,000 in administrative expenses, and \$40,000 in ambassador expenses. For a list of additional operational expenses, please see attached financial statements.

**L. Future Agenda Items**

Board Members and staff may introduce new items for discussion, but no action may take place at this time, except to place the item on a future agenda.

**M. ADJOURNMENT: Next tentative meeting: September 2, 2021.**

<b><u>Downtown Burbank Partnership, Inc.</u></b> <b><u>Board Members</u></b>	<b><u>Community Development</u></b> <b><u>Department Key Staff</u></b>
Michael Cusumano, Cusumano Real Estate Group, <b>Chair</b> James O’Neil, Crown Realty & Development Inc, <b>Vice Chair</b> Frank Gangi, Gangi Development, <b>Treasurer</b> Ted Slaughter, The Village Walk, <b>Secretary</b> Michael DeLeon, Burbank Town Center Christine Deschaine, Kennedy Wilson Judie Wilke, Asst. City Manager Patrick Prescott, Community Development Director Dominick Scarola, North End Pizzeria Brett Warner, Lee and Associates Parham Yedidsion, Evolution Strategic Partners LLC Barbara Holliday, Flappers Comedy Club (non-voting)	Simone McFarland, Asst. Community Development Director Mary Hamzoian, Economic Development Manager Marissa Minor, Economic Development Analyst Erika DeLeon, Economic Development Analyst Megan Anghel, Economic Development Analyst Teresa Mackey, Partnership Bookkeeper StreetPlus Team Lead

The PBID Board is comprised of eleven members originally appointed by the City Council. Regular meetings are held monthly the first Thursday of the month unless otherwise agenzied. The PBID Board’s primary function is to conduct business for the revitalization, improvement and activities for Downtown Burbank. The agenda packet consisting of all documentation relating to agenda items are on file in the Economic Development Division of the Community Development Department located at 150 N. Third Street during normal business hours and will be posted on the Downtown Burbank Website: [www.DTNBUR.com](http://www.DTNBUR.com)

This Downtown Burbank Partnership meeting is ADA accessible. In compliance with the Americans with Disabilities Act, if any special assistance is needed to participate in this meeting, please contact the ADA Coordinator at (818) 238-5021 voice or (818) 238-5035 TDD. Notification 48 hours in advance of this meeting will enable the City to make reasonable arrangements for special assistance.