

**Downtown Burbank Partnership
Meeting Agenda
October 7, 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 August 5, 2021, Board meeting will be presented for approval.

F. TREASURER'S REPORT

ACTION ITEM

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

G. StreetPlus Update

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

Staff Recommendation: Note and file.

H. LaTerra Aero Crossings Presentation

Staff from the proposed LaTerra Aero Crossings will make a presentation to the Board on the proposed mixed-use housing and office project at the former Fry's site.

Recommendation: Note and File.

I. CA Relief Grant Update

Staff will present an update on the \$15,000 CA Relief Grant awarded to the Downtown Burbank PBID and its potential usages.

Staff Recommendation: Note and File.

J. Street Closure Update & Discussion

ACTION ITEM

Assistant CDD Director of Transportation & Planning David Kriske will provide an update on the hybrid closure of San Fernando Blvd. and future plans for the reconfiguration of the street. Staff will also request additional funding for outdoor street furniture.

Staff Recommendation: Consider allocating \$10,000 in funding previously designated to the installation of permanent parklets in 2021, to street furniture.

K. Downtown Burbank 2021-22 Ice Rink Fund Allocation ACTION ITEM

Staff will present a proposal to reallocate funding for a 2021-22 holiday ice rink to the Board for review.

Staff Recommendation: Consider reallocating \$47,000 in funding previously designated to the installation of permanent parklets in 2021, to a 21-22 holiday ice rink and associated costs (i.e., electrical, marketing, etc.).

L. 'Music on the Boulevard' Update and Program Discussion ACTION ITEM

Staff will present an update on the 'Music on the Boulevard' pilot program and a proposal to reallocate funding for additional 'Music on the Boulevard' performances through 2021.

Staff Recommendation: Consider reallocating \$13,000 in funding previously designated to the installation of permanent parklets in 2021, to fund additional 'Music on the Boulevard' performances thru December 2021.

M. Broker Marketing Update

Staff will present an update and implementation timeline for the Broker Marketing Program for 2021.

Staff Recommendation: Note and File.

N. On-Going Operational Issues ACTION ITEM

Staff will ask the Board to consider transferring \$125,000 in funding from the PBID holding account to cover \$20,000 in marketing expenses, \$40,000 in ambassador expenses, \$10,000 in parklet expenses, \$50,000 in holiday décor expenses, and \$5,000 in administrative expenses. For a list of additional operational expenses, please see attached financial statements.

O. 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.

P. ADJOURNMENT: Next tentative meeting: November 4, 2021.

<p align="center"><u>Downtown Burbank Partnership, Inc.</u> <u>Board Members</u></p>	<p align="center"><u>Community Development</u> <u>Department Key Staff</u></p>
<p>Michael Cusumano, Cusumano Real Estate Group, Chair James O'Neil, Crown Realty & Development Inc, Vice Chair Frank Gangi, Gangi Development, Treasurer Ted Slaughter, The Village Walk, Secretary 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)</p>	<p>Simone McFarland, Asst. Community Development Director Mary Hamzoian, Economic Development Manager Marissa Minor, Economic Development Analyst Megan Anghel, Economic Development Analyst Teresa Mackey, Partnership Bookkeeper Samuel Merritt, StreetPlus Team Lead</p>

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 agenzed. 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

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.