

**Downtown Burbank Partnership
Meeting Agenda
February 3, 2022 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 a Teleconference Meeting Resolution **ACTION ITEM**

Under the recent amendments to the Brown Act, as of October 1, 2021, the Board must approve or deny a resolution finding a public health emergency to continue to meet remotely by Zoom.

Recommendation: Approve a resolution authorizing the PBID to continue to meet virtually pursuant to Government Code Section 54953(e).

F. APPROVAL OF MINUTES **ACTION ITEM**

Minutes for the November 10, 2021, Board meeting will be presented for approval.

G. TREASURER'S REPORT **ACTION ITEM**

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

H. StreetPlus Update

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

Staff Recommendation: Note and file.

I. Downtown Burbank 2022 Budget and Event Calendar **ACTION ITEM**

Staff will present a 2022 PBID Budget and event calendar to the Board. The Board will review and approve program expenditures for the year including those for holiday décor, marketing, and district maintenance.

Staff Recommendation: Review and approve the 2022 budget as presented.

J. Broker Marketing Update

Staff will present an update on the Broker Marketing Program.

Staff Recommendation: Note and File

K. Valet Parking Update & Discussion

Staff will provide an update and share preliminary information on the potential implementation of a valet parking program for Downtown Burbank.

Staff Recommendation: Note and file.

L. On-Going Operational Issues

ACTION ITEM

Staff will ask the Board to consider transferring \$55,000 in funding from the PBID holding account to cover \$20,000 in marketing expenses, \$30,000 in ambassador expenses, and \$5,000 in administrative expenses. For a list of additional operational expenses, please see attached financial statements.

M. 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.

N. ADJOURNMENT: Next tentative meeting: March 3, 2022

<u>Downtown Burbank Partnership, Inc.</u> <u>Board Members</u>	<u>Community Development</u> <u>Department Key Staff</u>
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 Yedidson, 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 Megan Anghel, Economic Development Analyst Teresa Mackey, Partnership Bookkeeper Samuel Merritt, 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 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.