

**Downtown Burbank Partnership  
Meeting Agenda**

**May 10, 2022, 9:00 AM**

City of Burbank, Community Services Building  
150 North Third Street, Room 104 Burbank, CA 91502

**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 April 7, 2022, Board meeting will be presented for approval.

**F. TREASURER'S REPORT**

**ACTION ITEM**

The Treasurer's report as of March 31, 2022, will be presented for approval.

**G. 133 E. Orange Grove Parking Structure – EV Chargers**

Staff will provide an update regrading electrical vehicle charging stations in the 133 E. Orange Grove Parking Structure.

*Staff Recommendation: Note and file*

**H. Downtown Burbank Marketing Strategy Update**

Staff from the Strausberg Group will provide an update to the Board on the Downtown Burbank marketing strategy and media plan for May through December 2022.

*Staff Recommendation: Note and file.*

**I. StreetPlus Update**

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

*Staff Recommendation: Note and file.*

**J. Maintenance Update**

Staff will provide an update to the board on Downtown Burbank Maintenance services.

*Staff Recommendation: Note and file.*

**K. Valet Parking Discussion**

**ACTION ITEM**

Staff will provide an update on the potential Pilot Valet Program including plans and costs for possible program implementation.

*Staff Recommendation: Discuss the proposals presented and determine if the implementation of any of the proposed plans is feasible for Downtown.*

**L. On-Going Operational Issues**

**ACTION ITEM**

Staff will ask the Board to consider transferring \$75,000 in funding from the PBID holding account to cover \$10,000 in monthly marketing expenses, \$15,000 in monthly ambassador expenses, up to \$45,000 in Valet Pilot Program expenses if approved, and \$5,000 in monthly 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: June 2, 2022**

<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 Megan Anghel, Economic Development Analyst Aida Ofsepian, 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 agenzized. 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.