

**Downtown Burbank Partnership
Meeting Agenda**

January 19, 2023, 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 November 3, 2022, Board meeting will be presented for approval.

F. POLICE DEPARTMENT PRESENTATION

Staff members from the Burbank Police Department will give a presentation on police presence in Downtown.

Staff Recommendation: Note and File.

G. TREASURER'S REPORT AND 2021 TAX RETURN

ACTION ITEM

The Treasurer's report as of November 30, 2022, and the 2021 PBID Tax Returns will be presented for review and approval.

Staff Recommendation: Review and approve the treasurer's report and the 2021 PBID Tax returns as presented.

H. DISTRICT MARKETING UPDATE AND 2023 PROPOSAL

ACTION ITEM

Staff from the Strausberg Group will present an update on 2022 marketing efforts and a proposal for services from February – December 2023 for consideration.

Staff Recommendation: Review and approve a contract with The Strausberg Group for marketing services.

I. BOARD TERM RENEWALS

ACTION ITEM

Staff will provide a review of current Board positions that are slated for a three-year renewal from 2023 thru 2025.

Staff Recommendation: Review and approve the renewal of Board seats for the 2023 term.

- J. BOARD POSITION RENEWALS** **ACTION ITEM**
Staff will present a review of current Executive Committee positions for renewal through 2023.

Staff Recommendation: Review and approve the renewal of the PBID Executive Committee through 2023.

- K. WINTER WINE WALK & JACKALOPE INDIE ARTISAN FAIR EVENT UPDATES**
Staff will provide an update on the 2022 Burbank Winter Wine Walk and Jackalope Indie Artisan Fair events.

Staff Recommendation: Note and file.

- L. DOWNTOWN BURBANK ANNUAL SURVEY RESULTS**
Staff will provide an update on the 2022 year-end survey business and property owner survey.

Staff Recommendation: Note and file.

- M. 2023 BUDGET AND EVENT CALENDAR** **ACTION ITEM**
Staff will present the 2023 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 2023 budget as presented.

- N. VALET PARKING UPDATE** **ACTION ITEM**
Staff will provide an update on the Pilot Valet Parking Program (Program) and present program survey results and feedback. The board will also determine the feasibility of program continuation.

Staff Recommendation: Review the Program statistics and determine if the PBID would like to extend the Program in 2023.

- O. ON-GOING OPERATIONAL ISSUES** **ACTION ITEM**
Staff will ask the Board to consider transferring \$110,000 in funds from the PBID holding account to cover \$5,000 in legal expenses, \$20,000 in marketing expenses, \$30,000 for StreetPlus ambassador services, \$50,000 in parklet expenses, and \$5,000 in monthly administrative expenses. For a list of additional operational expenses, please see attached financial statements.

- P. 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.
- PBID Civic Center Briefing
 - StreetPlus Quarterly Update

Q. ADJOURNMENT: Next tentative meeting: February 2, 2023

<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 Ted Slaughter, The Village Walk, Secretary Dominick Scarola, North End Pizzeria Treasurer Mary Ann Barroso-Castanon, IKEA Christine Deschaine, Kennedy Wilson Erik Maenner, Burbank Town Center Patrick Prescott, Community Development Director Brett Warner, Lee and Associates Judie Wilke, Assistant City Manager Parham Yedidsion, Evolution Strategic Partners LLC Brad Bucklin, Property Owner (non-voting) Mark Gangi, Gangi Architects (non-voting) Jamie Keyser, Burbank Chamber (non-voting)</p>	<p>Simone McFarland, Asst. Community Development Director Mary Hamzoian, Economic Development Manager Marissa Minor, Economic Development Analyst Aida Ofsepian, 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 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

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.