

**Downtown Burbank Partnership
Meeting Agenda**

December 6, 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 not on the agenda and related to the PBID.

D. APPROVAL OF MINUTES ACTION ITEM
Minutes for the October 12, 2023, Board meeting will be presented for approval.

E. TREASURER'S REPORT ACTION ITEM
The Treasurer's report as of September 30, 2023, will be presented for review and approval.

Staff Recommendation: Review and approve the treasurer's report as presented.

F. AD-HOC COMMITTEE UPDATE
Staff will provide an update on the broker outreach and leasing efforts, and will also discuss the next steps on a retail recruitment strategy for Downtown Burbank.

Recommendation: Note and file.

G. JACKALOPE INDIE ARTISAN FAIR SPONSORSHIP ACTION ITEM
Staff will present a sponsorship opportunity for the December 9-10, 2023 Jackalope Indie Artisan Fair produced by Jackalope Arts.

Recommendation: Review and approve a \$5,000 sponsorship for the December 2023 Jackalope Indie Artisan Fair.

H. MAINTENANCE AND HOLIDAY DÉCOR UPDATES
Staff will provide an update on maintenance and holiday décor installation in Downtown Burbank.

Staff Recommendation: Note and File.

I. WINTER WINE WALK EVENT UPDATES
Staff will provide an update on the 2023 Burbank Winter Wine Walk.

Staff Recommendation: Note and file.

J. ON-GOING OPERATIONAL ISSUES

ACTION ITEM

Staff will ask the Board to consider transferring \$95,000 in funds from the PBID holding account to cover two months for \$40,000 in marketing expenses, \$5,000 in legal expenses, \$40,000 for StreetPlus ambassador services, \$5,000 in sponsorship to the Jackalope Indie Artisan Fair, and \$5,000 in monthly administrative expenses. For a list of additional operational expenses, please see attached financial statements.

K. 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.

L. ADJOURNMENT: Next tentative meeting: January 10, 2024

<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 Ted Slaughter, The Village Walk, Secretary Dominick Scarola, Burbank Community Member, Treasurer Mary Ann Barroso-Castanon, IKEA Christine Deschaine, Kennedy Wilson Eric 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, Professional Literary Services <i>non-voting</i> Mark Gangi, Gangi Architects <i>non-voting</i> Jamie Keyser, Burbank Chamber <i>non-voting</i>	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

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

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.