

**Downtown Burbank Partnership
Meeting Agenda
January 24, 2024, 9:00 AM**
City of Burbank, Community Services Building
150 North Third Street, Room 202, 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 December 6, 2023, Board meeting will be presented for approval.

E. TREASURER'S REPORT ACTION ITEM

The Treasurer's report as of November 30, 2023, will be presented for review and approval.

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

F. PLACER.AI PRESENTATION ACTION ITEM

Staff from Placer.ai will provide a presentation on location data and foot traffic analytics software that can be used to recruit retailers to Downtown Burbank.

Staff Recommendation: Approve the Placer AI analytics software purchase of \$11,000.

G. PUBLIC RELATIONS AGENCY PRESENTATIONS ACTION ITEM

The Hoyt Agency and The Spaulding Thompson Agency will each make a presentation to the Board for Public Relations services.

Staff Recommendation: Select one of the two agencies to provide Public Relations services for the PBID.

**H. THE STRAUSBERG GROUP ACTION ITEM
MARKETING UPDATE AND 2024 PROPOSAL**

Staff from the Strausberg Group will present an update on 2023 marketing efforts and a proposal for services from January – December 2024 for consideration.

Staff Recommendation: Approve the 2024 Marketing Proposal.

- I. 2024 BUDGET AND EVENT CALENDAR ACTION ITEM**
 Staff will present the 2024 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, event sponsorships, and district maintenance.

Staff Recommendation: Review and approve the 2024 budget and events calendar as presented.

- J. ON-GOING OPERATIONAL ISSUES ACTION ITEM**
 Staff will ask the Board to consider transferring \$158,000 in funds from the PBID holding account to cover \$11,000 in Placer.AI analytics software expenses, \$5,000 in public relations services expenses, \$2,000 in communal parklet maintenance and the following pre-approved expenses for two months: \$60,000 in marketing expenses, \$60,000 for StreetPlus ambassador services, \$10,000 in legal expenses, and \$10,000 in 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: March 7, 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 Courtney Padgett, 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 Cardwell, 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 agenized. 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.