

**Downtown Burbank Partnership
Meeting Agenda
May 2, 2024, 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 March 7, 2024, Board meeting will be presented for approval.

E. TREASURER'S REPORT

ACTION ITEM

The Treasurer's report as of February 29, 2024, will be presented for review and approval.

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

F. POLICE DEPARTMENT PRESENTATION

Lieutenant Henry Garay from the Burbank Police Department will provide an update on police presence and activity in Downtown Burbank.

Staff Recommendation: Note and File

G. DOWNTOWN SOCIAL MEDIA UPDATE

Natalie Abouchian from Lady Muse Media will provide an update on Downtown's Social Media Marketing.

Staff Recommendation: Note and File.

H. STREETPLUS QUARTERLY UPDATE

Staff from StreetPlus will provide a quarterly update on the Hospitality and Social Outreach Services Program for January – March 2024.

Staff Recommendation: Note and File.

- I. DOWNTOWN BURBANK 2024 ANNUAL REPORT ACTION ITEM**
 Staff will review the 2024 Downtown Burbank PBID Annual Report with the Board.

Staff Recommendation: Approve the 2024 Annual Report.

- J. ELEPHANT PARADE UPDATE & PRESENTATION ACTION ITEM**
 Staff from Visit Burbank will present a new traveling art exhibit called Elephant Parade for Burbank. There might be an opportunity for a sponsorship.

Staff Recommendation: Review and determine the feasibility of a sponsorship.

- K. ON-GOING OPERATIONAL ISSUES ACTION ITEM**
 Staff will ask the Board to consider transferring \$90,000 in funds from the PBID holding account to cover \$15,000 in sponsorship expenses for BIFF and Burbank Comedy Festival (approved at the March 7th meeting), and the following pre-approved expenses: \$5,000 in public relations expenses, \$30,000 in marketing expenses, \$30,000 for StreetPlus ambassador services, \$5,000 in legal expenses, and \$5,000 in administrative expenses. For a list of additional operational expenses, please see attached financial statements.

- L. 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.

- M. ADJOURNMENT: Next tentative meeting: June 6, 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 Brett Warner, Lee and Associates Christine Deschaine, Kennedy Wilson Courtney Padgett, Assistant City Manager Eric Maenner, Burbank Town Center Mary Ann Barroso-Castanon, IKEA Parham Yedidsion, Evolution Strategic Partners LLC Patrick Prescott, Community Development Director Brad Bucklin, Professional Literary Services <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

Mark Gangi, Gangi Architects <i>non-voting</i>	
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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.