

**Downtown Burbank Partnership
Special Meeting Agenda
July 18, 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 May 2, 2024, Board meeting will be presented for approval.

Staff Recommendation: Review and approve May 2, 2024 meeting minutes.

E. TREASURER'S REPORT ACTION ITEM

The Treasurer's Report as of May 31, 2024, will be presented for review and approval.

Staff Recommendation: Review and approve the Treasurer's Report as of May 31, 2024.

F. PUBLIC RELATIONS UPDATE ACTION ITEM

Jessica Spaulding from Spaulding and Thompson will provide a summary of the six-month public relations contract and a request to renew for another six months.

Staff Recommendation: Discuss and approve contract for another six months.

G. DOWNTOWN BURBANK PARKING MANAGEMENT OUTREACH UPDATE

Staff from the Transportation Division will provide a presentation regarding parking management in Downtown Burbank.

Staff Recommendation: Note and File

H. JUNE DOWNTOWN BURBANK ARTS FESTIVAL

Staff will present a summary of the event including business survey results for the Downtown Burbank Arts Festival held on June 8 & 9, 2024.

Staff Recommendation: Note and file.

I. MID-YEAR PROJECTS UPDATE

Staff will provide an update on the Downtown Burbank Mid-Year Projects and funding approved by the City of Burbank.

Staff Recommendation: Note and File.

J. ON-GOING OPERATIONAL ISSUES

ACTION ITEM

Staff will ask the Board to consider transferring \$225,000 in funds from the PBID holding account to cover the following pre-approved expenses for three months: \$15,000 in public relations expenses, \$90,000 in marketing expenses, \$90,000 for StreetPlus ambassador services, \$15,000 in legal expenses, and \$15,000 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: TBD

<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, Burbank Community Member, Treasurer Brett Warner, Lee and Associates Christine Deschaine, Kennedy Wilson Properties 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> Mark Gangi, Gangi Architects <i>non-voting</i></p>	<p>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 Larry Miller, StreetPlus</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 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.