

**Downtown Burbank Partnership  
Meeting Agenda  
February 6, 2025, 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 December 6, 2024, Board meeting will be presented for approval.

*Staff Recommendation: Review and approve December 6, 2024 meeting minutes.*

**E. TREASURER'S REPORT ACTION ITEM**

The Treasurer's Report as of November 30, 2024, will be presented for review and approval.

*Staff Recommendation: Review and approve the Treasurer's Report as of November 30, 2024.*

**F. PUBLIC RELATIONS UPDATE AND PROPOSAL ACTION ITEM**

Jessica Spaulding from Spaulding and Thompson will provide a summary of services rendered from July to December 2024 and submit a request to renew a six-month contract, with a monthly amount not exceeding \$3,000, retroactive from January to July 2025.

*Staff Recommendation: Review and approve a contract with Spaulding and Thompson for public relations services retroactive from January – July 2025 with a monthly amount not exceeding \$3,000.*

**G. DISTRICT MARKETING UPDATE AND 2025 PROPOSAL ACTION ITEM**

Staff from the Strausberg Group will present an overview on 2024 marketing efforts and a proposal for marketing services from January – December 2025 in the total amount of \$112,000.

*Staff Recommendation: Review and approve a contract with The Strausberg Group for marketing services from January – December 2025 in the total amount of \$112,000.*

**H. DOWNTOWN BURBANK PARKING MANAGEMENT UPDATE**

Staff from the Transportation Division will provide an update regarding parking management including an overview of how to pay and new signage.

*Staff Recommendation: Note and File*

**I. 2025 BUDGET AND EVENT CALENDAR ACTION ITEM**

Staff will present the 2025 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 2025 Budget and events calendar as presented.*

**J. EXECUTIVE COMMITTEE RENEWALS ACTION ITEM**

The Board will accept nominations for the reorganization of the Executive Committee positions including Chairperson, Vice Chairperson, Secretary, and Treasurer, to serve through 2025.

Currently appointed:

Michael Cusumano – **Chair**  
James O’Neil – **Vice-Chair**  
Ted Slaught – **Secretary**  
Dominick Scarola – **Treasurer**

*Staff Recommendation: Appoint Executive Committee positions including Chairperson, Vice Chairperson, Secretary, and Treasurer.*

**K. 2024 SURVEY RESULTS**

Staff will present an event summary including business survey results for the Winter Wine Walk held on November 23, 2024, and Winter Arts Festival held on December 7-8, 2024, as well as an update on the 2024 year-end business and property owner survey.

*Staff Recommendation: Note and file.*

**L. ON-GOING OPERATIONAL ISSUES ACTION ITEM**

Staff will ask the Board to consider transferring \$48,000 in funds from the PBID holding account to cover the following pre-approved expenses: \$3,000 in public relations expenses, \$15,000 in marketing expenses, \$20,000 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.

**M. 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.

**N. ADJOURNMENT: Next tentative meeting: March 6, 2025**

<b><u>Downtown Burbank Partnership, Inc.</u></b> <b><u>Board Members</u></b>	<b><u>Community Development</u></b> <b><u>Department Key Staff</u></b>
Michael Cusumano, Cusumano Real Estate Group, <b>Chair</b> James O’Neil, Crown Realty Group, <b>Vice Chair</b> Ted Slaughter, The Village Walk, <b>Secretary</b> Dominick Scarola, Burbank Community Member, <b>Treasurer</b> 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, Evoque Equity 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>	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

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](http://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.