

**Downtown Burbank Partnership
Special Meeting Agenda
July 9, 2025, 9:00 – 10:00 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 May 15, 2025, Board meeting will be presented for approval.

Staff Recommendation: Review and approve May 15, 2025, meeting minutes.

E. TREASURER'S REPORT ACTION ITEM

The Treasurer's Report as of May 31, 2025, will be presented for review and approval.

Staff Recommendation: Review and approve the Treasurer's Report as of May 31, 2025.

F. SUMMER ARTS FESTIVAL WRAP-UP

Staff will present a summary of the Downtown Burbank Arts Festival held on May 31 & June 1, 2025 including business survey results.

Staff Recommendation: Note and file.

G. ICSC UPDATE

Staff will present a summary of the ICSC conference and share the latest outreach efforts regarding commercial leasing activity in Downtown Burbank.

Staff Recommendation: Note and file.

H. UPDATE ON DOWNTOWN BURBANK AMBASSADOR PROGRAM TRANSITION

Staff will provide an update on the transition to Allied Universal as the new Downtown Burbank Ambassador Program service provider for the PBID.

Staff Recommendation: Note and file.

I. UPDATE ON 2025 HOLIDAY DECOR

Staff will provide an update on 2025 holiday décor plans, including costs and scope of the four-year agreement through January 2029.

Staff Recommendation: Note and file.

J. 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 for the following pre-approved expenses: \$3,000 in public relations expenses, \$15,000 in marketing expenses, \$20,000 in 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.

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: August 7, 2025

<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 Group, Vice Chair Ted Slaughter, The Village Walk, Secretary Dominick Scarola, Burbank Community Member, Treasurer Brett Warner, Lee and Associates Christine Deschaine, KWP Real Estate 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

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.