

Downtown Burbank Partnership
Special Meeting Agenda
January 15, 2026, 9:00 – 10:00 AM
City of Burbank, Community Services Building
150 North Third Street, Room 104, Burbank, CA 91502

A. ANNOUNCEMENTS

B. 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.

C. BOARD MEMBER COMMENT

At this time, any Board member may address any matter or share information not on the agenda and related to the PBID.

D. APPROVAL OF MINUTES ACTION ITEM

Minutes for the December 4, 2025, Board meeting will be presented for review.

Staff Recommendation: Review and approve minutes for December 4, 2025.

E. TREASURER'S REPORT ACTION ITEM

The Treasurer's Report as of November 30, 2025, will be presented for review and approval.

Staff Recommendation: Review and approve the Treasurer's Report as of November 30, 2025.

F. DOWNTOWN SOCIAL MEDIA UPDATE AND 2026 PROPOSAL ACTION ITEM

Natalie Abouchian from Lady Muse Media will provide an update on 2025 social media marketing efforts, and a proposal for services from January – December 2026 for consideration.

Staff Recommendation: Review and approve the 2026 contract with Lady Muse Media for social media marketing services.

G. 2026 BUDGET AND EVENT CALENDAR APPROVAL ACTION ITEM

The Board will formally approve the 2026 budget and event calendar.

Staff Recommendation: Review and approve 2026 budget and event calendar.

H. <u>2024 PBID FINANCIAL AUDIT</u>	<u>ACTION ITEM</u>
Staff will present a proposal from LSL, a Certified Public Accountancy Firm for an audit of the PBID's financials for 2024 calendar year. Per the PBID's current Agreement for Services, a financial audit is required every three years.	
<i>Staff Recommendation: Review and approve the proposal as presented.</i>	
I. <u>PALM PASEO BEAUTIFICATION PROJECT AND CULTURAL MARKET UPDATE</u>	<u>ACTION ITEM</u>
Staff will provide an update on the Palm Paseo Beautification Project and the Cultural Market relocation and request a letter of support for the project.	
<i>Staff Recommendation: Discuss and recommend letter of support.</i>	
J. <u>UPDATE ON OFFICIAL FIFA FAN ZONE</u>	
Staff will provide an update regarding the City of Burbank's submission for a FIFA Fan Zone event in Downtown Burbank.	
<i>Staff Recommendation: Note and File.</i>	
K. <u>ON-GOING OPERATIONAL ISSUES</u>	<u>ACTION ITEM</u>
Staff will ask the Board to consider transferring \$200,000 in funding from the PBID holding account to cover \$69,000 for remaining holiday décor expenses, and the following pre-approved expenses for several months: \$6,000 for public relations, \$50,000 for marketing, \$60,000 in ambassador services, \$5,000 for legal services, and \$10,000 in administrative expenses. For a list of additional operational expenses, please see attached financial statements.	
L. <u>FUTURE AGENDA ITEMS</u>	
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. <u>ADJOURNMENT: February 26, 2026</u>	
<p><u>Downtown Burbank Partnership, Inc.</u> <u>Board Members</u></p> <p>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, Evoke Equity LLC</p>	<p><u>Community Development</u> <u>Department Key Staff</u></p> <p>Simone McFarland, Asst. Community Development Director Mary Hamzolian, Economic Development Manager Marissa Cardwell, Economic Development Analyst Aida Ofsepian, Economic Development Analyst Teresa Mackey, Partnership Bookkeeper</p>

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>	
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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.