



Weekly Management Report

April 24, 2020

- 1. Synopsis** Burbank Hospitality Association Meeting of
March 12, 2020
Community Development Department
- 2. Synopsis** Downtown Burbank Partnership Meeting of
March 5, 2020
Community Development Department

MEMORANDUM



**COMMUNITY
DEVELOPMENT**



DATE: April 14, 2020

TO: Justin Hess, City Manager

FROM: Patrick Prescott, Community Development Director
VIA: Simone McFarland, Assistant Community Development Director
Housing and Economic Development
BY: Melissa Colasanto, Administrative Analyst I

SUBJECT: BURBANK HOSPITALITY ASSOCIATION (BHA) MEETING SYNOPSIS
MARCH 12, 2020

- The Board appointed Richard Englehard, General Manager of Hilton Garden Inn, to serve on the Board for a term beginning February 1, 2020, and ending July 1, 2021.
- Chris Martin, Senior Director of Universal Parks & Resorts Vacations, provided the Board with an overview of the Universal Studios Hollywood Preferred Hotel Partnership Program for 2020-2021. The Board approved a new agreement with Universal Studios Hollywood Studios Preferred Hotel Partnership Program for 2020-2021 with the following terms: \$10,000 per hotel, not to exceed \$100,000, with a possible start date of May 1, 2020, or later depending on the COVID-19 pandemic.

MEMORANDUM



COMMUNITY DEVELOPMENT



DATE: April 21, 2020

TO: Justin Hess, City Manager

FROM: Patrick Prescott, Community Development Director 
VIA: Simone McFarland, Asst. Community Development Director
Mary Hamzoian, Economic Development Manager
BY: Marissa Minor, Economic Development Analyst II

SUBJECT: Downtown Burbank Partnership (PBID) Meeting – March 5, 2020

- Staff made several announcements to the Board:
 - The 17th Annual Downtown Burbank Arts Festival, coordinated by Jackalope Arts and the Creative Talent Network (CTN) will take place May 16-17, 2020. (Note: The event has now been postponed to June 27-28, 2020 and may be further postponed).
 - The Holiday Décor request for proposal resulted in eight submissions. The Holiday Décor Subcommittee will virtually meet to interview the companies in May.
- Transportation staff presented the citywide Complete Streets Plan to the Board. The Plan identifies future goals, policies, and guidelines, specific to Downtown Burbank.
- StreetPlus Ambassador Bob Newman updated the Board on the Hospitality and Social Service Outreach Program. Since the inception in March 2019, the program has helped 31 homeless individuals receive housing, housing support or transportation back to their families. Additionally, the program has:
 - Provided 156 Wellness Checks with Homeless Community Members;
 - Resolved 29 Trespassing Issues and 27 instances of Public Intoxication,
 - Handled 36 Noise Complaints and Verbal Disturbances;
 - Made 186 Social Service Contacts for Homeless Community Members, and
 - Dealt with 145 Instances of Aggressive Panhandling.

The Downtown Burbank PBID's contract with StreetPlus auto-renews through March 4, 2022. The City has also used Measure H grant funding to hire an additional homeless services liaison from StreetPlus who will provide services on a citywide basis. The funds will run out next year.