



Weekly Management Report

August 7, 2020

- 1. Memo** Downtown Burbank Partnership (PBID)
Meeting held on July 9, 2020
Community Development Department

- 2. Notice** Art in Public Place Committee Cancellation
Park & Recreation Department

MEMORANDUM



COMMUNITY DEVELOPMENT



DATE: July 29, 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 – July 9, 2020

- Staff announced that PBID marketing firm Anyone Collective is working on three marketing campaigns that will be debuted on social media over the next few weeks. The first campaign focuses on the Downtown Burbank Farmer's Market, while the other two campaigns will focus on family friendly events and outdoor dining respectively.
- StreetPlus provided an update on the PBID's Hospitality and Social Outreach program. Staff is currently working to implement a staggered schedule to allow for longer coverage by a singular ambassador in addition to on-site check-ins from Metrolink's 24-hour staff. This will help to keep extra eyes and ears on Downtown while San Fernando is closed to traffic, and as businesses begin to reopen for full service.
- Staff presented a holiday décor proposal from The Christmas Light Guy Co. for review. The Board approved a 2-year contract with The Christmas Light Guy Co. for \$100,800 annually with option to extend for a third year of service.
- The PBID approved an allocation of \$30,000 for the creation of five communal outdoor dining parklets along San Fernando Blvd. Funds will cover the purchase of materials, permitting, installation, and signage for the outdoor dining parklets. The parklets will be communal, and are not intended to serve any singular business. They cannot be reserved for use by businesses, and neither table service nor alcoholic drinks are permitted. The areas will be maintained by StreetPlus staff and receive daily service from Stay Green.

CITY OF BURBANK
Parks & Recreation
ART IN PUBLIC PLACE COMMITTEE

NOTICE OF MEETING- CANCELLED

The meeting of the Art in Public Places Committee will be held as follows:

MONDAY, August 3, 2020
6:00 P.M.

The Art in Public Places Committee Meeting for Monday, August 3, 2020 has been cancelled.

ART IN PUBLIC PLACES COMMITTEE

Daniel Amaya

Recording Secretary

* * * *

Distribution:

Committee Members –

Dink O’Neal
Kat Olson
Lara Saikali
Patricia Hollis
Heather Owens
Myeisha Peguero Gamiño – Parks and Recreation Board Liaison
Matt Gamboa – Planning Board Liaison

Staff –

Marisa Garcia – Director of Parks & Recreation
Paula Ohan – Administrative Analyst

Management Personnel –

Justin Hess – City Manager
City Clerk