



Weekly Management Report

February 23, 2024

- 1. Summary** Parks and Recreation Board
Meeting on February 8, 2024
Parks and Recreation Department
- 2. Memo** Burbank Hospitality Association
Meeting on January 24, 2024
Community Development Department

MEMORANDUM



COMMUNITY DEVELOPMENT



DATE: February 15, 2024

TO: Justin Hess, City Manager

FROM: Patrick Prescott, Community Development Director *PP*
VIA: Simone McFarland, Asst. Community Development Director *SM*
Mary Hamzoian, Economic Development Manager *MH*
BY: Odette Zakarian, Administrative Analyst I

SUBJECT: Burbank Hospitality Association Meeting – January 24, 2024

- The Board appointed Rosanna Harrison, Area Director of Sales for Cambria Hotel Burbank Airport to the Burbank Hospitality Association (BHA) Board due to a vacancy that was left behind from the resignation of Edgar Rivera from Hilton Garden Inn.
- The Board voted to approve a new Hospitality Bicycle Program through Solé Bicycles to provide more amenities for guests and generate more tourism in Burbank. Bikes would be provided to hotel guests for business or leisure use and would be dually branded with Visit Burbank and hotel logos. Bikes would include helmets, locks, and quarterly maintenance. The initial cost of participating in the program is estimated at \$49,000.
- The Board discussed an opportunity to bring a traveling art exhibit called the Elephant Parade to Burbank. The event would raise global awareness of Burbank and generate more tourism through destination development. A total of 22 hand-crafted elephant statues created by celebrities like Katy Perry, Lily Tomlin, and Kourtney Kardashian would be placed in different locations throughout the city. The cost of renting 25 elephants for six weeks, transportation and marketing would be \$107,500. The Board did not vote on the Elephant Parade, rather they voted to continue discussions at the next meeting.

**CITY OF BURBANK
PARKS AND RECREATION
ANNOTATED AGENDA/MEETING SUMMARY**

Meeting: Parks and Recreation Board

Date: Thursday, February 8, 2024

Staff Present: Marisa Garcia, Parks, and Recreation Director; Diego Cevallos, Assistant Parks, and Recreation Director; Michael del Campo, Assistant Parks, and Recreation Director; Jennifer Lev, Recreation Services Manager; Paula Ohan, Senior Administrative Analyst, Megan Wilke, Administrative Analyst II; Chad Thompson, Executive Assistant; Krystal Karakash, Facility Attendant I

Board Members Present: Ms. Gamiño, Mr. Messerlian and Mr. DePalo

Board Members Absent: Ms. Ramsey and Ms. Durbin

Item Discussed		Summary	Direction or Action, if any
1	Announcements	Ms. Karakash provided announcements for the P&R programs and facilities.	
2	Presentations	None.	
3	Department Director Report	None.	
4	Oral Communications	None.	
5	Response to Oral Communications	None.	
6	Written Communications	One E-Comment was received regarding the Dick Clark Dog Park.	
7	Park Board Comments	None.	
8	P.I.M Roller Hockey Rink Annual Report for Fiscal Year 2022-2023	Ms. Lev provided an update on the P.I.M Roller Hockey Rink operations for Fiscal Year 2022-2023. Ms. Lev introduced Scot Floman and Dave Serianne for the highlights of the Roller Hockey Rink.	Discuss, note and file
9	Dick Clark Dog Park Design Update	Ms. Garcia provided a brief history and background of the Dick Clark Dog Park. Ms. Garcia introduced Mr. del Campo to provide details of the three different design options available.	Select and approve a design concept. Mr. Messerlian motioned for Option B, and Mr. DePalo seconded. Option B selected. Carried 3-0 Absent Ms. Durbin and Ms. Ramsey
10	Budget Update for Fiscal Year 2024-2025	Ms. Moon presented and update on the Fiscal year 2024-2025 Budget Planning Process.	Discuss, note and file.
11	B Active: Universal Department	Ms. Ohan provided and update on the B Active Universal Department Active and Program Card Extension.	Discuss, note and file.

**CITY OF BURBANK
PARKS AND RECREATION
ANNOTATED AGENDA/MEETING SUMMARY**

	Activity and Program Card Extension and Update		
12	Consent Calendar	<p><u>Approval of Minutes</u> Minutes of the January 11, 2024 meeting was approved.</p> <p><u>City Council Agenda Items Update</u> Noted and Filed.</p> <p><u>Contract Compliance</u> Noted and Filed.</p> <p><u>Park Patrol Reports</u> The Park Patrol Report for December was noted and filed.</p> <p><u>Departmental Operations Update</u> Noted and Filed.</p>	It was motioned by Mr. Messerlian, seconded by Mr. DePalo, and carried 3-0 to approve the Consent Calendar. Vice Chair Durbin and board member Ramsey absent.
13	Tabled Items	None.	
14	Additional Comments from the Board and staff	Mr. DePalo urged his fellow board members to attend the Burbank Adaptive Sports Day.	
15	Introduction of New Agenda Items	None.	
16	Adjournment	The meeting was adjourned in memory of Pat Walmsley at 7:35.	