



Weekly Management Report

August 23, 2024

- 1. Memo** Burbank Hospitality Association Meeting on July 17, 2024
Community Development Department
- 2. Memo** Landlord-Tenant Commission Meeting on August 5, 2024
Community Development Department
- 3. Memo** Review of Sister City Visioning Report and Strategic Plan, 2024-2027
Library Service Department

MEMORANDUM



COMMUNITY DEVELOPMENT



DATE: August 14, 2024

TO: Justin Hess, City Manager

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

SUBJECT: Burbank Hospitality Association (BHA) Meeting – July 17, 2024

- The Board appointed Michael Hernandez, General Manager of the Hilton Garden Inn to the BHA Board. Mr. Hernandez is filling the vacancy that resulted in the departure of Aly Bubbins from Hotel Burbank. He brings eighteen years of hospitality industry experience to the Board.
- Executive Committee positions were appointed for the 2024-2025 year. Peter Kolla from Hotel Amaranos is the new Chairperson. Rosanna Harrison from Cambria Hotel Burbank Airport is the new Vice-Chairperson. Jamie Keyser from the Chamber of Commerce will continue her role as Secretary, and Danny Kahn from Warner Bros. Studio Tours Hollywood will continue this role as Treasurer.
- The Board received an update on the Residence Inn and Aloft development, the new seven-story dual brand hotel consisting of approximately 262,338 square feet and a separate, detached four-story parking garage on a portion of the 11.76-acre site generally bounded by Thornton Avenue, Hollywood Way, and Avon Street.
- Staff presented options for new destination development projects for Fiscal Year 24/25 including Airport Advertising, a Visitor Magazine, Welcome to Burbank Monument Signage, and a Visitor Trolley. The Board approved these proposed options and asked staff to be researching cost and logistics.

MEMORANDUM



COMMUNITY DEVELOPMENT

DATE: August 19, 2024

TO: Justin Hess, City Manager

FROM: Patrick Prescott, Community Development Director 
VIA: Simone McFarland, Assistant Community Development Director 

SUBJECT: Landlord-Tenant Commission Meeting – August 5, 2024

- Twenty members of the public attended the in-person meeting. One person joined over Zoom but did not participate in oral communications. Seven members had comments for the Commission related to the newly appointed Commissioners, 60-day notice to vacate given by the property management company of a 6-plex located between Riverside and Gaylord, and the upcoming potential rent cap study.
- In response to oral communications, housing staff informed the residents of the Riverside & Gaylord apartments that the City attorney's office has already sent a notice of alleged violation of the Burbank residential tenant protection ordinance to the property management company as of July 30, 2024.
- Albert Lopez, Principal Plan Check Engineer, presented the Soft-Sory Seismic Retrofit Ordinance.
- During the election of Commission Chair and Vice Chair, Shanna Ingalsebee was re-elected Chair of the Landlord-Tenant Commission, and Judy Smith was re-elected Vice Chair of the Landlord-Tenant Commission.
- The Commission voted against adding the flag salute as a recurring agenda item.
- The Commission reported on two intake forms related to a notice to vacate, rent increase questions, and AB 1482. Three intake forms are being carried over to next month's meeting on September 9, 2024.
- The Commission approved the draft minutes of August 5, 2024.
- During Commission and Staff Announcements, Maribel Leyland, Housing Authority, announced the potential rent cap study outreach meetings.
- The Commission added a presentation on the tenant protection ordinance to the September 9, 2024, meeting agenda. The ordinance will go into effect on August 9, 2024.
- The meeting adjourned at 07:18 p.m.

MEMORANDUM



BURBANK PUBLIC LIBRARY

DATE: August 23, 2024

TO: Justin Hess, City Manager

FROM: Melissa Potter, Interim Library Services Director
BY: Cindy Yee Akuin, Senior Administrative Analyst

SUBJECT: Review of Sister City Visioning Report and Strategic Plan, 2024-2027

The Sister Cities International (SCI) program was formed by President Dwight D. Eisenhower in 1956. Burbank established its first Sister City relationship with Solna, Sweden, in 1960, followed by Incheon, Korea, in 1961. Gaborone, Botswana, followed in 1975, Ota, Japan, in 1983, and most recently Arezzo, Italy in 2023.

The Burbank Sister City Committee (BSCC) is an independent nonprofit community group established in 1964 that has worked in partnership with the City to organize activities. The all-volunteer group has been instrumental in coordinating various activities throughout the years, primarily student exchanges. Each summer, high school students from Burbank visit either Ota or Incheon, while Burbank hosts visitors from the other city, with the BSCC volunteers providing homestay locations and chaperoning day trips. Past activities coordinated by BSCC have included a pen pal exchange between Solna and Burbank students, and fundraisers for mosquito nets to support Gaborone.

Successful sister city partnerships require innovative, sustained efforts to help leverage shared interests and promote mutual understanding. As part of the Fiscal Year 2023-24 budget, Council approved the addition of an Administrative Analyst I position for the Library Services Department. This position is partially dedicated to the SCI Program, with additional duties related to Library volunteer management and marketing support. Having staff support for the SCI Program allows for the strengthening of administrative relationships with Sister Cities and the development of innovative projects that contribute

to City Council and community goals while supporting the SCI mission of increasing global understanding.

On June 13, 2023, Council directed staff to return at a six-month period to provide an update on goals and visioning for the Sister City Program. The Administrative Analyst I position was filled in December 2023, and work commenced on developing a three-year vision for Burbank Sister Cities.

Sister City Visioning Report and Strategic Plan

In January 2024, staff conducted a community visioning process to identify priorities for the Sister City Program. Three in-person community meetings were held with over 30 participants in attendance. In addition, the following stakeholders were interviewed to identify key areas of interest:

- Representatives from nonprofit and community-based organizations (youth-serving, cultural, business groups);
- Burbank Sister City Committee past and present members;
- Neighboring Sister City organizations;
- Sister City representatives from Incheon, Korea and Arezzo, Italy;
- City of Burbank Economic Development and Cultural Arts staff
- Sister Cities International (SCI) chapter representatives.

Based on data gathered in community meetings, stakeholder interviews, and research efforts, four areas of interest were identified as priorities for the Sister City Program for Fiscal Years 2024-25 through 2027-28:

1. **Education and Learning:** Engage in learning and educational opportunities for all ages.
2. **Trade, Tourism, and Economic Development:** Develop strategies to encourage trade, tourism, investment, and business partnerships between Burbank and its current and prospective Sister Cities.
3. **Arts and Culture:** Celebrate cultural connections through arts and cultural activities.
4. **Administration and Operations:** Establish operational improvements, with focus on program administration, communication, marketing, and capacity building.

Next steps for the continued enhancement of the Sister City Program include prioritizing the strategic objectives in the visioning report and executing actionable items over the course of three years.

The SCI Program promotes peace, citizen diplomacy, and mutual understanding across borders. With the development of the strategic plan, Burbank's Sister City relationships will continue to be strengthened through meaningful connections, educational opportunities, and economic partnerships.

ATTACHMENTS

Attachment 1: Sister City Visioning Report and Strategic Plan – 3 Year Plan, 2024-2027

ATTACHMENT 1

City of Burbank Sister City Visioning Report and Strategic Plan (2024-2027)

Vision: Burbank Sister City inspires a global perspective linking Burbank to international partners.

Mission: Through its Sister City program, the City of Burbank fosters meaningful connections and builds local and global impact with economic, educational, and cultural activities.

Background: This strategic plan was developed through community input sessions and stakeholder interviews conducted from January to April 2024.

Goal	Objectives	Actions	Outcome
STRENGTHEN SISTER CITY RELATIONSHIPS	<ol style="list-style-type: none"> 1. Develop partnership with Arezzo, Burbank's newest Sister City. 2. Deepen relations with Incheon and Ota; work to re-establish relations with Gaborone and Solna. 3. Establish policy for adding new Sister Cities. 	<ul style="list-style-type: none"> • Communicate quarterly (email, online meeting, etc.) with each Sister City. • Identify at least two areas per Sister City of mutual interest/need to pursue further. • Coordinate delegations and/or visits by officials. 	Burbank and its Sister Cities have a deeper understanding of each other and can align activities with local goals.
IDENTIFY OPPORTUNITIES FOR TRADE, TOURISM, AND	<ol style="list-style-type: none"> 1. Review economic development priorities and strengths for each Sister City and analyze opportunities for Burbank. 	<ul style="list-style-type: none"> • Based on economic development analysis, identify 3-5 actionable 	Burbank's local economy is strengthened through mutually

<p>ECONOMIC DEVELOPMENT</p>	<p>2. Explore opportunities for foreign direct investment in Burbank, in coordination with the City Economic Development Strategic Plan.</p> <p>3. Assess possibilities for targeted tourism campaigns to attract visitors from Sister Cities.</p>	<p>paths for shared activities.</p> <ul style="list-style-type: none"> • Work with Visit Burbank to pilot tourism messaging. 	<p>beneficial business and tourism activities with Sister Cities.</p>
<p>ENGAGE THE BURBANK COMMUNITY IN EDUCATION AND LEARNING</p>	<p>1. Offer learning and educational opportunities for Burbank residents.</p> <p>2. Continue support for youth development, through activities including student exchanges and youth leadership opportunities.</p> <p>3. Explore professional or sector-specific learning and information sharing opportunities (medical, entertainment, government).</p>	<ul style="list-style-type: none"> • Develop and deliver 2-3 annual educational programs related to Sister City. • Conduct regular outreach to schools and youth-service organizations. • Develop a proposal for a pilot program for adult learning. 	<p>Burbank residents of all ages are more knowledgeable about Sister Cities and have broader knowledge of relevant global information and trends.</p>
<p>CELEBRATE INTERNATIONAL ARTS AND CULTURE</p>	<p>1. Identify arts and cultural activities in partnership with Sister Cities and/or highlighting the culture of Sister Cities.</p> <p>2. Deepen knowledge of successful arts and culture activities and exchanges among other cities with established Sister City programs.</p> <p>3. Coordinate with the Parks, Recreation, and Community</p>	<ul style="list-style-type: none"> • Develop and deliver 2-3 annual arts or cultural activities. • Produce a resource guide for local groups wishing to partner with Sister Cities on cultural activities. 	<p>Burbank's arts and cultural assets are highlighted on a global scale while arts and cultural understanding grows among residents.</p>

<p>IMPROVE ADMINISTRATION AND OPERATIONS</p>	<p>Services Department arts staff to develop offerings that align with local goals.</p>	<p>1. Document standards and best practices for current and new Sister City activities, including visits from dignitaries and requests for assistance from Sister Cities.</p> <p>2. Based on pilot activities, analyze ongoing budgetary and resource requirements needed for Burbank's Sister City program.</p> <p>3. Work with the independent nonprofit organization, Burbank Sister City Committee (BSCC), to establish and document mutual roles and responsibilities.</p>	<p>Burbank's Sister City program is sustainable, effective, and efficient.</p>
		<ul style="list-style-type: none"> • Produce a handbook of procedures and best practices. • Bring a program review and proposed recurring budget request to City Council for Fiscal Year (FY) 2027-28. • Initiate discussion with BSCC, with the goal of entering in a memorandum of understanding or similar. 	