Downtown Burbank Partnership
Meeting Agenda
December 4, 2025, 9:00 – 10:30 AM

City of Burbank, Community Services Building
150 North Third Street, Room 104, Burbank, CA 91502

Closed Session

A. ROLL CALL

B. PUBLIC COMMENT

C. CONFERENCE WITH LEGAL COUNSEL

1) Conference with Legal Counsel: Existing Litigation (Gov. Code 54956.9(d)(1))
   Name of Case: Abraham Labbad v. City of Burbank et al.
   Case No.: 21STCV08999
2) Conference with Legal Counsel: Initiation of Litigation (Gov. Code 54956.9(d)(4))
   Number of Potential Cases: 1

Adjournment to Open Session

A. REPORT OUT OF CLOSED SESSION

B. ANNOUNCEMENTS

C. 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.

D. 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.

E. APPROVAL OF MINUTES **ACTION ITEM**

Minutes for the September 4 & November 6, 2025, Board meeting will be presented for review.

Staff Recommendation: Review and approve minutes for September 4 & November 6, 2025.

F. TREASURER'S REPORT **ACTION ITEM**

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

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

G. DISTRICT MARKETING UPDATE AND 2026 PROPOSAL **ACTION ITEM**

Chelsea Kawahara from the Strausberg Group will present an update on 2025 marketing efforts and a proposal for services from January – December 2026 for consideration.

Staff Recommendation: Review and approve a contract with The Strausburg Group for marketing services for 2026.

H. PUBLIC RELATIONS UPDATE AND 2026 PROPOSAL **ACTION ITEM**

Jessica Spaulding from Spaulding and Thompson will provide a summary of the six-month public relations contract and a request to renew for another year.

Staff Recommendation: Review and approve a contract for services from January – June 2026.

I. ORANGE GROVE PARKING STRUCTURE RENOVATION UPDATE

David Null from Public Works will provide an update on the Orange Grove parking structure renovation.

Staff Recommendation: Note and File.

J. MURAL BUDGET ADJUSTMENT **ACTION ITEM**

Staff requests approval for an additional $10,000 in mural funding as the project has expanded beyond the original scope.

Staff Recommendation: Review and approve $10,000 in additional mural funding.

K. BOARD MEMBER TERM RENEWALS **ACTION ITEM**

Staff will provide a review of current Board positions that are slated for a two-year renewal from 2025 through the end 2027.

Board Member	Current Term Ends	Next Term Ends
Jim O'Neil	December 31, **2025**	December 31, **2027**
Ted Slaught	December 31, **2025**	December 31, **2027**
Mary Ann Barroso-Castanon	December 31, **2025**	December 31, **2027**
Eric Maenner	December 31, **2025**	December 31, **2027**
Brett Warner	December 31, **2025**	December 31, **2027**

Staff Recommendation: Review and approve the renewal of Board seats for the 2026/27 term.

L. EXECUTIVE COMMITTEE RENEWALS **ACTION ITEM**

The Board will accept nominations for the reorganization of the Executive Committee positions including Chairperson, Vice Chairperson, Secretary, and Treasurer, to serve through 2026. Currently appointed:

Michael Cusumano – **Chair**
James O'Neil – **Vice-Chair**
Ted Slaught – **Secretary**
Dominick Scarola – **Treasurer**

Staff Recommendation: Appoint Executive Committee positions including Chairperson, Vice Chairperson, Secretary, and Treasurer.

M. 2026 BUDGET AND EVENT CALENDAR PREVIEW

Staff will present the draft 2026 PBID budget and event calendar to the Board. The Board will review and make any recommendations for the year including those for holiday décor, marketing, event sponsorships, and district maintenance.

Staff Recommendation: Review the 2026 budget and events calendar as presented and make recommendations.

N. ON-GOING OPERATIONAL ISSUES **ACTION ITEM**

Staff will ask the Board to consider transferring $160,000 in funds from the PBID holding account to cover $40,000 in sponsorship for the Winter Wine Walk, $10,000 in additional mural funding, and the following pre-approved expenses for two months: $10,000 in public relations expenses, $30,000 in marketing expenses, $50,000 in ambassador services, $10,000 in legal expenses, and $10,000 in administrative expenses. For a list of additional operational expenses, please see attached financial statements.

O. FUTURE AGENDA ITEMS

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.

P. ADJOURNMENT: Next tentative meeting: January 4th meeting will be postponed to a later date.

Downtown Burbank Partnership, Inc. Board Members	**Community Development Department Key Staff**
Michael Cusumano, Cusumano Real Estate Group, **Chair** James O'Neil, Crown Realty Group, **Vice Chair** Ted Slaught, The Village Walk, **Secretary**	Simone McFarland, Asst. Community Development Director

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, Evoque Equity LLC Patrick Prescott, Community Development Director Brad Bucklin, Professional Literary Services *non-voting* Jamie Keyser, Burbank Chamber *non-voting* Mark Gangi, Gangi Architects *non-voting*	Mary Hamzoian, Economic Development Manager Marissa Cardwell, Economic Development Analyst Aida Ofsepian, Economic Development Analyst Teresa Mackey, Partnership Bookkeeper

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.