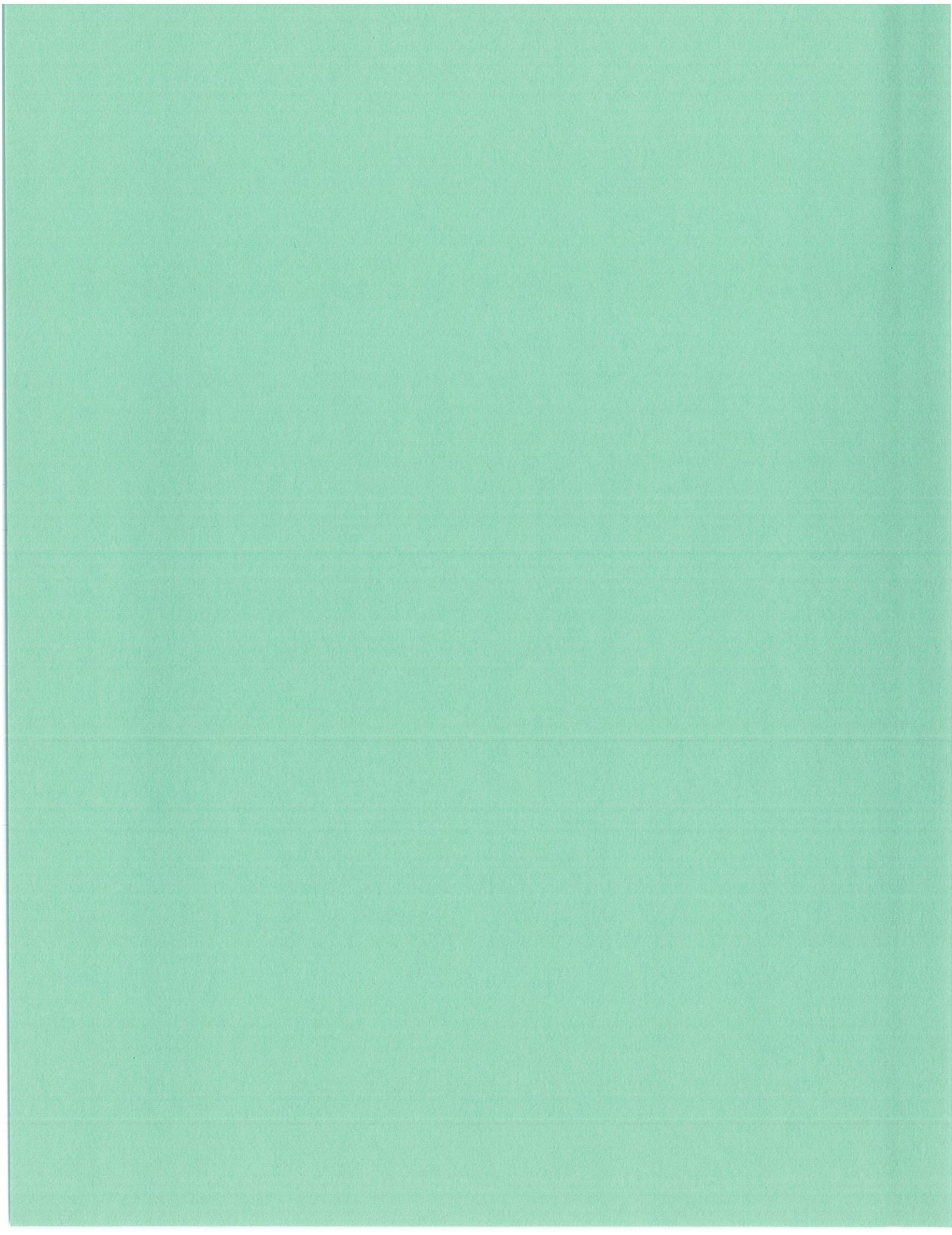


## Weekly Management Report December 13, 2013

1. Article by Richard Florida, The Atlantic, Sept. 2013 – City Manager
2. Playlist Item # 1510 – Update on the City of Burbank Local Vendor Preference – Financial Services Department
3. Synopsis – Burbank Channel Bikeway Community Meeting – December 11, 2013 - Community Development Department
4. Synopsis – BWP Board Meeting of December 5, 2013 – Burbank Water & Power
5. Synopsis – Park, Recreation and Community Services Annotated Agenda/Meeting Summary – Park, Recreation and Community Services
  - Child Care Committee Dec. 3, 2013
  - Youth Board Dec. 4, 2013
  - Burbank Cultural Arts Commission Dec. 11, 2013
6. Synopsis – The Burbank Hospitality Association (BHA) Meeting – December 11, 2013 - Community Development Department
7. Synopsis – Heritage Commission Meeting – December 5, 2013 – Community Development Department
8. Synopsis – The Downtown Burbank Partnership (PBID) Meeting – Community Development Department
9. Weekly Library Report – December 12, 2013 - Library Services
10. Weekly Fire Report – December 12, 2013 – Fire Department
11. Weekly Police Notes – December 12, 2013 – Police Department





**CITY OF BURBANK**  
**OFFICE OF THE CITY MANAGER**  
**(818) 238-5800**  
**FAX (818) 238-5804**

**Date:** December 13, 2013  
**TO:** Honorable Mayor and City Council  
**FROM:** Mark Scott, City Manager *MS*  
**SUBJECT:** **ARTICLE BY RICHARD FLORIDA, THE ATLANTIC, SEPTEMBER 2013**

I wanted to recommend the attached article for your casual reading. Professor Florida, author of (Rise of the Creative Class) has been active in studying and predicting success factors for urban areas for several decades. The attached article from the Atlantic Magazine makes some very interesting observations that seem to me to be applicable to our Valley region. Thought you might enjoy reading it.

# The Boom Towns and Ghost Towns of the New Economy

New York, Houston, Washington, D.C.—plus college towns and the energy belt—are all up, while much of the Sun Belt is (still) down. Mapping the winners and losers since the crash.

By Richard Florida

America's economic map is ever changing. Great migrations—settlers westward; African Americans northward; urbanites outward to greener suburbs, then back again—have shaped the country's history. Cities have heaved skyward; boom towns have come and gone.

Back in the spring of 2009, I wrote in these pages that the financial crisis would “permanently and profoundly alter the country's economic landscape.” Some cities and regions “will eventually spring back stronger than before,” I predicted. “Others may never come back at all.”

It might have sounded apocalyptic, but tectonic shifts of this kind are not unprecedented. They are the geographic counterpart to what the economist Joseph Schumpeter dubbed “creative destruction”—the great gales of change that level some companies and industries, and give rise to others. As powerful as they might seem in the moment, it is only when we look back through the lens of history that the full extent of economic and geographic changes becomes clear.

Five years after the crash, with the national economy just beginning to return to something resembling normalcy, we can begin to trace the outlines of America's emerging economic map—and take inventory of the places that are thriving, those that are declining, and those that are trying, in novel ways, to come back.

The American economy is enormous, and enormously complicated. It comprises scores of industries harboring hundreds of occupations, spread across more than 350 metro economies, large and small. A variety of measures can be used to divine the health and prospects of these different places—population growth, job growth, housing prices, and the unemployment rate are among the more common. Each of these measures has its uses, but some of them can conceal as much as they reveal. Population growth, for instance, tells you nothing about the skills and education of the people arriving; job growth says nothing about whether the new jobs are good or bad.

Throughout this article, I will draw on some of these measures. But I'll lean most heavily on three measures less commonly seen in the popular press, but perhaps more telling: the composition of job growth (high-wage, mid-wage, or low-wage); productivity growth (which is the basis for improvements in the standard of living); and venture-capital funding (a proxy for the sort of entrepreneurial innovation that can power future growth).

Taken together, the patterns revealed by these measures provide a fine-grained picture of America's post-crisis geography. The economic landscape is being reshaped around two kinds of

hubs—centers of knowledge and ideas, and clusters of energy production. Overwhelmingly, these are the places driving the economic recovery. Outside them, the economy remains troubled and weak.

New York City was widely expected to be devastated by the financial crisis. Wall Street's collapse, the conventional wisdom went, would bring the whole city down with it. In 2009, I predicted that New York would in fact prove to be one of the country's most resilient places. Even so, the speed and strength of its rebound has surprised me—its explosive growth as a start-up center especially so.

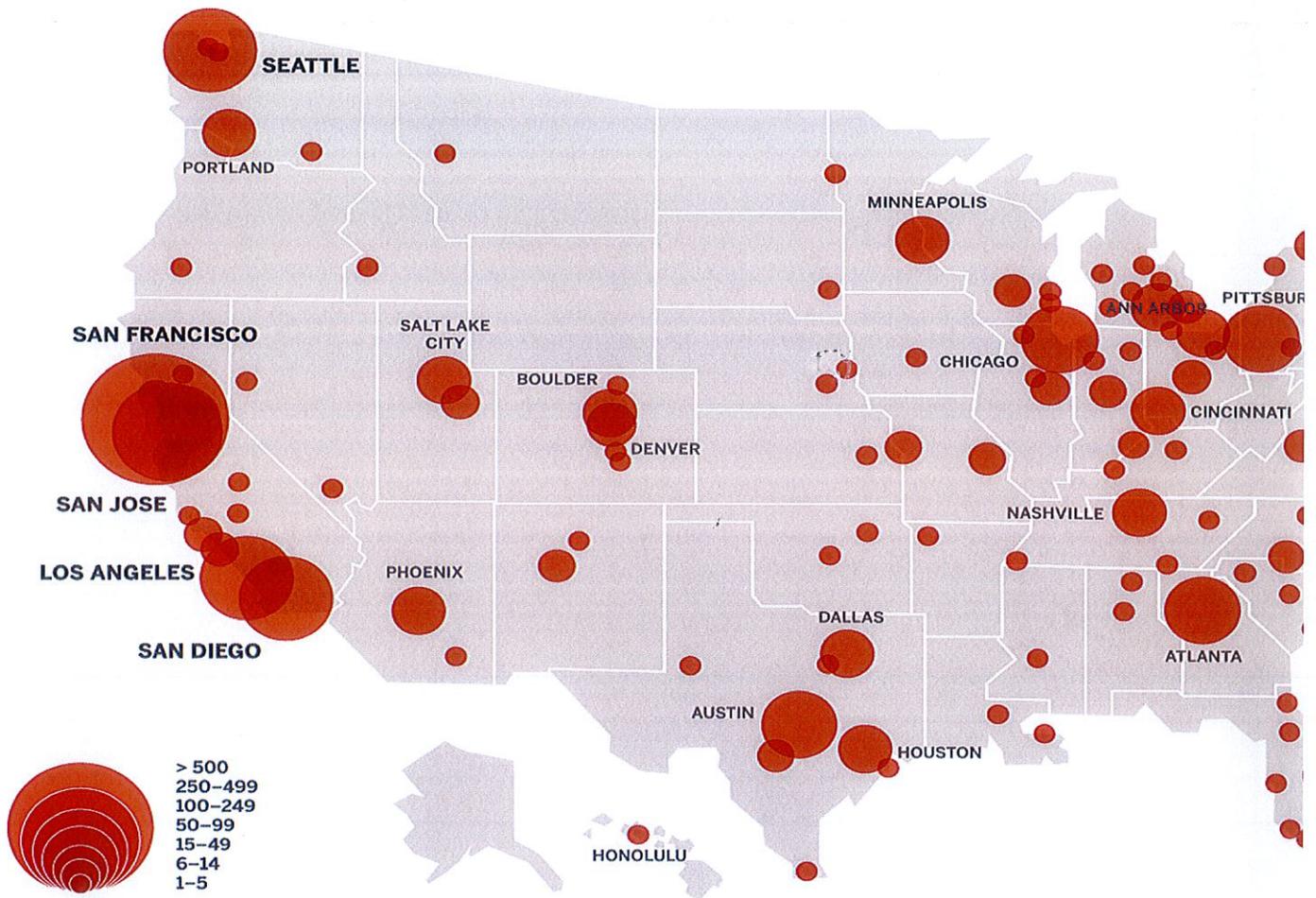
New York's financial sector did shrink somewhat—before the 2008 crash, finance and insurance accounted for 44 percent of Manhattan's payroll; in 2009, 37 percent—but the city has retained its perch as a preeminent global finance center, and the reduction of the finance industry's footprint has provided the spur and the space for other industries to grow.

New York has incredibly high concentrations of management, media, design, and creative occupations. Since the crash, it has gained ground in its competition with Los Angeles as a center for media and entertainment (the imminent return of *The Tonight Show*, which decamped for Burbank, California, in 1972, is one result). Brooklyn—the setting for the HBO megahit *Girls*—has emerged as a major trendsetter for everything from film and television to indie rock and artisanal food.

The crash was supposed to send real-estate values plummeting throughout the city, and prices did dip. But today Manhattan and nearby sections of Brooklyn not only are booming, they have surpassed pre-crisis peaks. And as anyone who has noticed how many windows are dark in Manhattan's luxury high-rises might have guessed, New York is not just a playground for the global elite, but a locus for their investments—including high-end properties where they reside for a small part of the year.

Then there is tech. Wall Street has always provided capital to high-tech businesses, but until recently, its investment dollars were typically exported to other regions. Yet over the past 10 years, greater New York's share of the nation's start-ups funded by venture capital has more than doubled, from 5.3 percent to 11.4 percent, far outpacing Silicon Valley's rate of growth, with much of the growth occurring after the crash. In 2011, the city attracted more venture-capital investment than any other save San Francisco, nearly double Palo Alto's, almost four times Boston's, and more than six times Seattle's.

### **Number of Venture-Capital Deals, 2012**



Tech clusters have sprouted in Manhattan, mostly in lower neighborhoods like the Flatiron District, and Chelsea and the Meatpacking District down to SoHo and Tribeca on the West Side. All of these neighborhoods are diverse places, filled with old buildings like the former Port Authority building that now serves as Google's nearly \$2 billion New York headquarters. Their repurposing as tech hubs only makes the city stronger and more diverse.

New York's rise as a tech center signals a major shift in the locus of venture-capital-fueled innovation. For a long time, high-tech start-ups have clustered in suburban office parks along freeways, places that are sometimes called "nerdistans." But since the crisis, start-ups have taken an urban turn. San Francisco, which has fared extremely well since the crash, is a striking case in point. Over the past several years, Twitter has established its headquarters downtown, Pinterest has moved from Silicon Valley to San Francisco, and even Yahoo has created a new facility in the old *San Francisco Chronicle* building in the South of Market neighborhood. The legendary Silicon Valley investor Paul Graham saw this coming. "For all its power, Silicon Valley has a great weakness," he wrote in 2006: "its soul-crushing suburban sprawl." Today, San Francisco proper tops Silicon Valley as a center for venture-capital investment, by a wide margin. The same shift has happened in greater Boston, where venture-capital investment and start-up activity

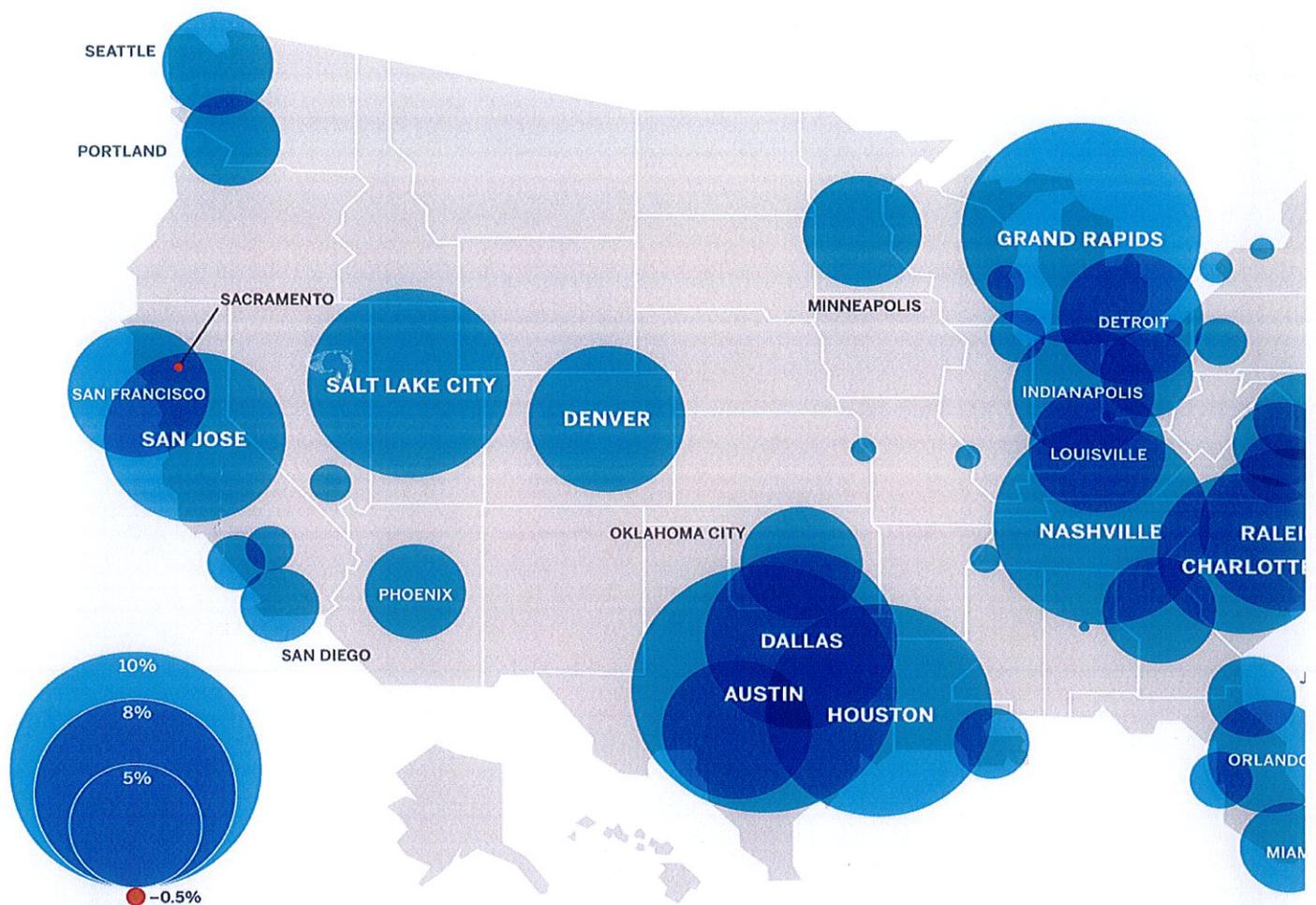
are now more concentrated in Cambridge and downtown Boston than in the suburbs along Route 128.

What's surprising is that tech stayed in the suburbs for so long. The urbanist Jane Jacobs long ago noted how cities, with their deep wells of intellectual and entrepreneurial capital, and their density and diversity, provide ideal ecosystems for entrepreneurial innovation. Nineteenth-century Pittsburgh and Henry Ford's Detroit were the Silicon Valleys of their time.

Suburban tech parks, of course, aren't all about to be shuttered. Big, established companies like Google, Apple, and Facebook need the large amounts of space that their suburban campuses provide. Company shuttles will continue to run between San Francisco, where more and more workers prefer to live, and Cupertino or Mountain View. But new entrepreneurial activity is increasingly bubbling up from within the urban core.

America's "knowledge metros," large and small, make up perhaps the biggest group of winners, overall, since the crash. Data provided by Economic Modeling Specialists International show that a handful of knowledge metros have an overwhelming lead in generating the high-wage jobs (those paying more than \$21 an hour) that America needs. Nearly two-thirds of San Jose's new jobs have been high-wage, as have nearly half of the new jobs in nearby San Francisco. San Jose also leads the nation in productivity growth, with a nearly 10 percent increase between 2009 and 2011, based on comprehensive data from the Bureau of Economic Analysis. Portland, Oregon, posted the second-highest level of productivity growth among large metros, nearly 7 percent, belying its *Portlandia* caricature as a place for slackers. Austin's tech-fueled economy combined the fastest job growth of all large metros (10.5 percent between 2009 and 2013) with well-above-average growth in productivity and in high-wage jobs.

### **Job-Growth Change, 2009–13**



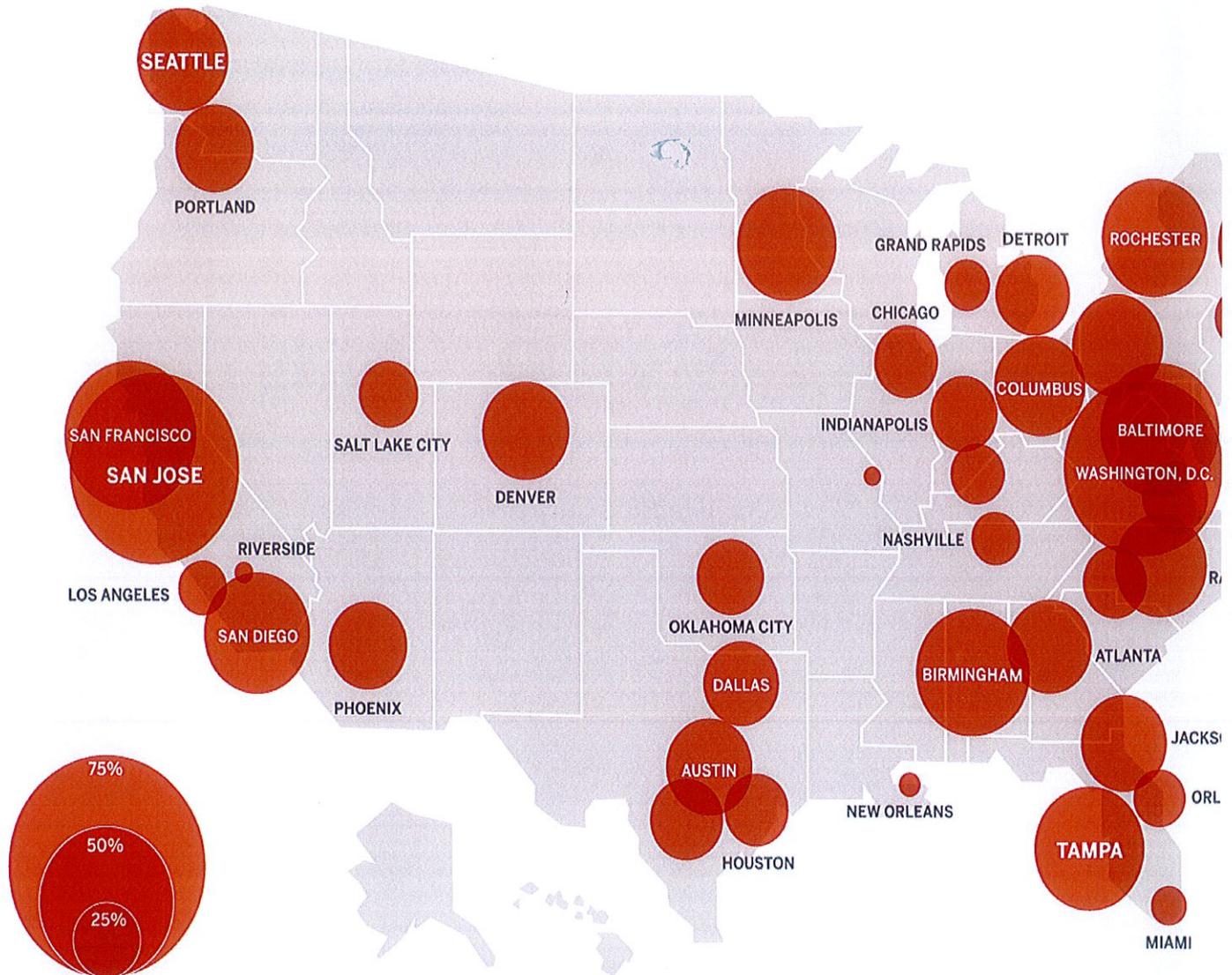
College towns such as Boulder, Colorado; Ann Arbor, Michigan; Charlottesville, Virginia; Champaign-Urbana, Illinois; and Lawrence, Kansas, number among the nation's leading centers for start-up activity on a per capita basis. And in general, college towns have combined low unemployment rates with stable economies. The strength of these smaller centers suggests that the future does not belong to large superstar cities alone.

Knowledge, it turns out, is what allows metros to generate good high-wage jobs. Across America's metro regions, I have found that high-wage jobs are closely related to several key markers of regional knowledge economies: the share of adults who are college grads; the share of the workforce in professional, technical, and creative jobs; the levels of innovation and venture-capital investment.

That brings us to Washington, D.C. As the urbanist Aaron Renn wrote recently, Washington is well on its way to becoming America's "second city," on track to displace Chicago and Los Angeles "in terms of economic power and national importance." Greater Washington has had among the nation's lowest rates of unemployment, the most-stable housing prices, and high overall job growth since the crash. A whopping 59 percent of all new jobs created there since

2009 have been high-wage jobs, second only to San Jose. The Washington metro area includes six of the 10 most affluent counties in the nation.

### Percentage Increase for High-Wage Jobs, 2009–13



Washington's economy has clearly prospered from federal spending; lobbying and government contracts are significant sources of its wealth. But its economy is not entirely or even predominantly parasitic. The decline in the federal workforce over the past several years (a result of austerity) has not substantially altered the region's economic trajectory. The ultimate source of the region's wealth is Washington's unparalleled human capital. The population is the best educated of any large metro's in the United States; about half the region's adults hold bachelor's degrees, and nearly a quarter have graduate degrees.

Greater Washington is much more economically diverse than its reputation suggests. It is a major center for media and real-estate finance, and is home to a small but growing cluster of high-tech activity, in the city as well as in outlying Maryland and Northern Virginia. The greater Washington metro area consistently ranks among the nation's leading centers of venture-capital-backed start-ups, alongside noted tech hubs like Austin, San Diego, and Seattle. For well-educated professionals, especially those with families, D.C. offers tremendous quality of life and a raft of opportunities at a fraction of Manhattan prices. And indeed, it is the southern terminus of the vibrant economic corridor stretching all the way up to Boston, which produced more than \$2.5 trillion in economic output in 2011, more than all of the United Kingdom or Brazil.

One thing I didn't foresee in 2009 was the stunning rise of America's energy belt—a region stretching from Houston to Oklahoma City to New Orleans and their surrounding areas that in 2011, by my estimation, produced some \$750 billion in total economic output, more than Switzerland or Sweden. The Sun Belt features two kinds of regional economies: declining real-estate economies and booming energy economies. Energy stands alongside knowledge as the second pillar of America's recovery.

Cities like Sioux Falls, South Dakota, and Bismarck and Fargo in North Dakota have experienced strong growth since the crisis, and fracking has brought flush times to out-of-the-way places in North Dakota, Wyoming, and other parts of the country. Several commentators have argued that places with energy-based economies or natural-resource-based economies, not knowledge metros, have been the real stars of the recovery. That goes too far. To put things in perspective, the economist Paul Krugman noted in March 2012 that while “employment in oil and gas extraction has risen more than 50 percent since the middle of the last decade ... that amounts to only 70,000 jobs, around one-twentieth of one percent of total U.S. employment.”

Still, the energy economy involves more than just extraction. Houston has clocked the third-fastest rate of job growth of all large metros since the recession, 9 percent. Between 2009 and 2013, it gained more than 250,000 new jobs, 5.6 percent of all new jobs added nationwide. And its job growth has been balanced, with 24 percent coming from high-wage jobs (again, those paying more than \$21 an hour), 48 percent from mid-wage jobs (\$14 to \$21 an hour), and 27 percent from low-wage jobs (less than \$14 an hour).

Houston's high-wage-job growth stems from two main sources—the fossil-fuel industry and information technology. The city is home to more than a third of the country's petroleum engineers and by far the highest concentration of geoscientists. From 2009 to 2012, Houston added 30,000 jobs in a mix of industries related to oil and gas extraction and scientific and technical consulting services. These pay an average salary of \$124,000. Houston has also seen rapid growth in software-development jobs (16 percent) and information-technology jobs (12 percent), along with consistent growth in its medicine-and-health-care sector.

Opinions vary on just how long the shale boom will last—especially in specific localities. And while energy metros have generated jobs, my analysis of all U.S. metros finds that in general, energy economies are not notable for high-wage-job growth. Nonetheless, the fracking boom illustrates how energy and technology are combining. Unlike some oil booms of the past, which turned on the discovery of new oil fields, we've known about these shale deposits for a long

time. It was new technology that made exploiting them possible. Much has been made of the so-called resource curse—the syndrome whereby countries that are endowed with an abundance of natural resources get lazy, rest on their inherited riches, and fail to invest in the kinds of research, education, and innovation that are key to long-run development. That’s not what has happened in the United States. America’s leading energy hubs prosper not just because of the stuff they pump out of the ground, but because of their ability to combine resources with technology and knowledge.

Cheap energy, especially from natural gas, has been a boon to the broader economy in the past several years, and still is today. Knowledge centers like Houston make it quite plausible that as the fracking boom eventually goes bust, other technologies will arise to provide new sources of inexpensive energy—and the growth that comes along with them.

Back in 2009, I predicted that the crisis would exact its steepest toll in “the interior of the country—in older, manufacturing regions whose heydays are long past,” and “in newer, shallow-rooted Sun Belt communities whose recent booms have been fueled in part by real-estate speculation, overdevelopment, and fictitious housing wealth.”

Sadly, the data bear me out. Just before the crisis, greater Las Vegas was one of the nation’s leaders in population growth; today it has the highest concentration of fast-food jobs in the nation. Palm Coast, Florida, the metro with the fastest population growth since 2001, has seen the nation’s worst rate of growth in economic output per person since that same year (negative 3.2 percent through 2011).

Population growth alone has never proved a sufficient foundation for future prosperity—not when many of the new arrivals are retirees or modestly educated people looking to get in on a real-estate boom. But since the crash, even that imperfect engine has failed many Sun Belt cities. Buffeted by the effects of the housing-and-real-estate collapse, both Phoenix and Las Vegas saw their population growth stall in the wake of the crisis. And Sun Belt metros that were once rapidly growing, like Las Vegas, Reno, Miami, and Orlando, all saw their productivity decline between 2009 and 2011. The Harvard economist Edward Glaeser argued in April 2011 that “human capital follows the thermometer,” but the crisis appears to have broken this connection. My analysis, focused on the past four years, finds no association whatsoever between warmer temperatures and high-wage-job growth.

The metros where low-wage jobs make up the largest share of job growth since 2009 are in the Rust Belt and the Sun Belt: St. Louis (where 90 percent of new jobs are low-wage); California’s so-called Inland Empire of Riverside–San Bernardino (where nearly three-quarters of new jobs are low-wage); New Orleans; Tampa; Orlando; Columbus, Ohio; and Rochester, New York (where more than half of new jobs are low-wage). Temp jobs account for an extraordinarily large share of recent job growth in Memphis, Birmingham, Cincinnati, Milwaukee, and Cleveland.

### **Percentage Increase for Low-Wage Jobs, 2009–13**



Much of the immediate impetus for the boom has been provided by Quicken Loans, whose billionaire founder, Dan Gilbert, has been taking advantage of Detroit's real-estate collapse to amass millions of square feet of real estate. A major new initiative is under way to animate the business districts with dozens of pop-up food markets, cafés, restaurants, and shops. Though these developments don't begin to erase the city's misery, the fact that some green shoots are pushing upward is astonishing.

Something similar is happening in downtown Las Vegas, in and around its Fremont East neighborhood, a place that had also fallen into steep decline, even before Las Vegas's housing market imploded. Two years ago, Tony Hsieh, the CEO of the online apparel retailer Zappos, leased the old Las Vegas city hall for his new corporate headquarters, bringing jobs into the area. (Hsieh has called upon me, as well as other urban experts, to advise him from time to time.) He's also investing hundreds of millions of his own dollars into his much-ballyhooed Downtown Project, which seeks to turn the area into a thriving tech hub in just five years by attracting companies from places like the Bay Area; opening cafés, bars, theaters, and restaurants; using shipping containers to create instant start-up incubators; and launching bike- and car-sharing programs (the latter includes a fleet of 100 Tesla electric cars). "One of our goals is to have everything you need to live, work, and play within walking distance," he told *Inc.* magazine in May. "In an ideal world, we'd like to help people get rid of their cars."

Whether or not Gilbert and Hsieh are doing this out of sheer love for their cities, moving their companies back to urban centers—even the dilapidated centers of the most-distressed cities—makes financial sense. Extremely low real-estate costs make it economical to move jobs to these places. And after surveying his workers, Hsieh told me, he realized he couldn't provide the amenities they wanted on a suburban campus. Gilbert is blunter. "We realized we needed to control the hardware, or the buildings," is the way he puts it. "The good news was there was a skyscraper sale going on in Detroit at the time."

Cynics suggest that Hsieh's Las Vegas and Gilbert's Detroit amount to 21st-century versions of company towns, albeit more enlightened and less exploitative. Still, by bringing investment back to largely abandoned commercial corridors, they generate jobs in the urban core and provide much-needed tax revenues, giving hard-pressed cities the beginnings of a foundation that they can build on.

America's emergent growth model, which is taking shape around its knowledge and energy hubs, may be more powerful than its old one. That pre-crash model depended on the continual building of debt-financed houses with bigger and bigger footprints, sprawling ever outward. It was dirty, resource-inefficient, crisis-prone, and ultimately unsustainable.

Clear away the rubble, and one can better see the country's formidable strengths. The recovery has been more robust in the United States than many expected, much more so than in Europe. That's partly a result of America's willingness to print money and run substantial deficits. But what other nation has even one start-up ecosystem that can rival Silicon Valley's, San Francisco's, New York's, or Boston's—to say nothing of Seattle's or Austin's? What other nation boasts the number of world-class universities and college towns that America has? What

other advanced nation can combine such knowledge resources with such abundant energy resources?

The main threats to America's growth model don't come from other countries, but from domestic contradictions. The more talented people cluster, the greater the economic returns they produce. But as these clusters of highly educated people form and grow, they tend to push out the middle class, resulting in a ruthless sorting of people and places. As great as its potential may be, this new economic landscape is also notable for its widening fissures.

The cultural, political, and economic gulfs that separate advantaged and disadvantaged people and places go well beyond the wage gap. Knowledge workers benefit from living in neighborhoods with better schools, better amenities, and lower crime rates, while less advantaged groups are sometimes stuck in place, with limited prospects for climbing even one rung up the economic ladder, and insufficient resources to move out of stagnant areas. Americans have seen a dramatic decline in economic mobility, overall. But a poor person from a knowledge center like San Jose or San Francisco has twice the chance of becoming wealthy as a poor person from some Rust Belt or Sun Belt centers like Cleveland or Atlanta.

Reckoning with these deepening class and geographic divides, finding and implementing a set of policies that can build a sustainable prosperity for everyone, is the toughest and, at the same time, most urgent challenge we face.

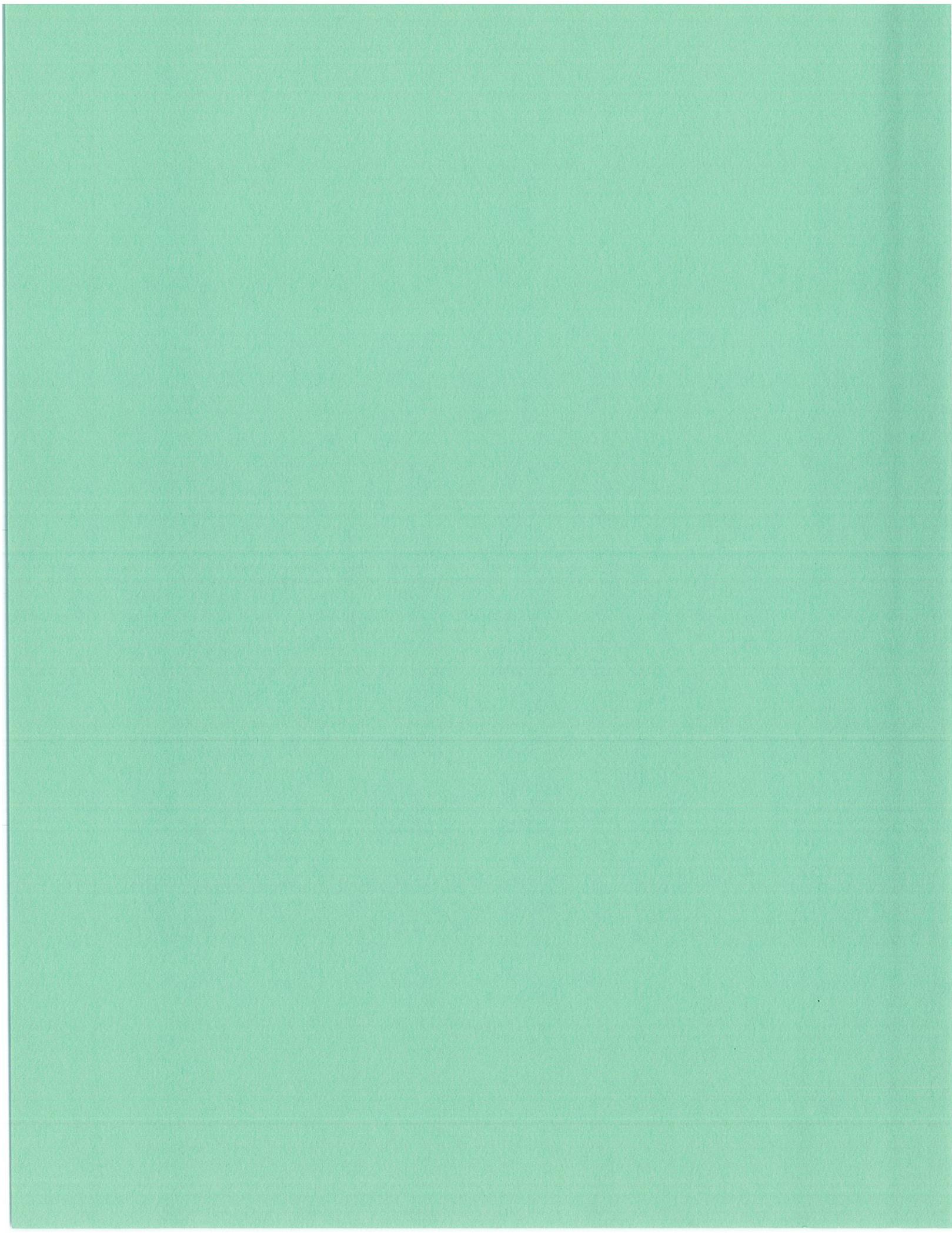
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Maps by mgmt. Sources: Economic Modeling Specialists International; National Venture Capital Association; PricewaterhouseCoopers; Thomson Reuters

This article available online at:

<http://www.theatlantic.com/magazine/archive/2013/10/the-boom-towns-and-ghost-towns-of-the-new-economy/309460/>

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## CITY OF BURBANK FINANCIAL SERVICES DEPARTMENT MEMORANDUM

**DATE:** December 12, 2013

**TO:** Mark Scott, City Manager

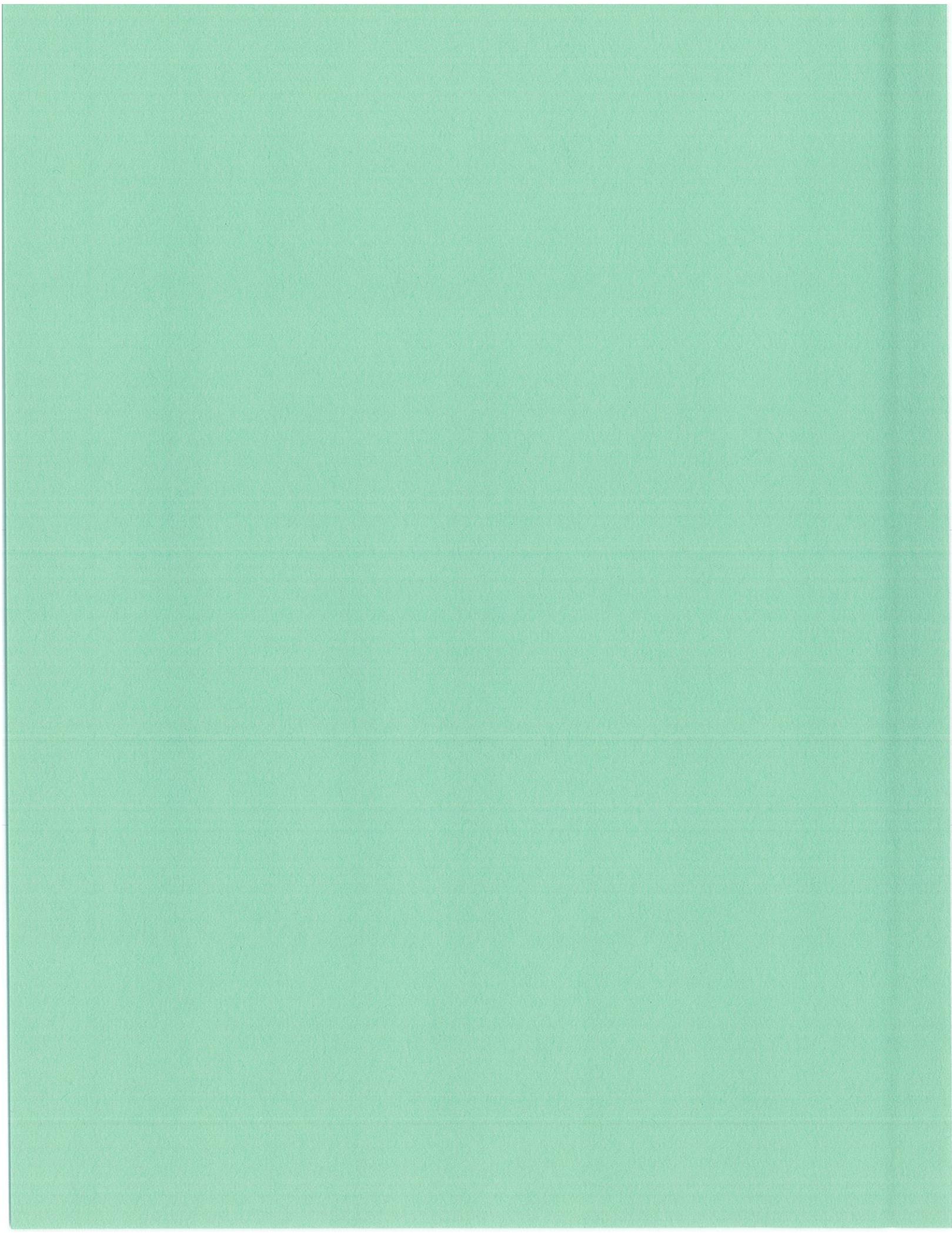
**FROM:** Cindy Giraldo, Financial Services Director  
By: Paul Herman, Purchasing Manager

**SUBJECT: PLAYLIST 1510: UPDATE ON THE CITY OF BURBANK LOCAL VENDOR PREFERENCE**

A local vendor preference incentive is a percentage figure used to give local businesses an advantage over non-local businesses and increase their potential to win contracts. The City of Burbank has a local vendor preference of 1% (Ref: BMC 2-2-122i). It applies to taxable purchases of goods only and is not applicable to the purchase of services, professional services or construction contracts which are non-taxable. The preference of 1% is revenue offset because the additional cost incurred is offset by the City's portion of sales tax revenue generated.

The local vendor preference is a decision factor in the award of every contract for goods that is competitively bid. Purchases over \$5,000 must be competitively solicited (unless an allowable exception applies per BMC 2-2-113) but contracts under that dollar threshold do not require bidding. They can either be issued by the department as a spot purchase or by the Purchasing Division as an annual blanket agreement for up to \$5,000. The Purchasing Division commonly looks for opportunities to group similar purchases within the City to obtain volume pricing. If multiple departments purchase the same item or commodity, the Purchasing Division may solicit the requirements using a Price Agreement and the local vendor preference is a factor used to determine which vendor will receive the contract. The Price Agreement is valid for one year with a potential for three additional option years.

The Purchasing Division is currently in the process of updating the City's Purchasing Code, which will be brought to Council for approval in January. Included in the proposed code will be language incorporating the "Buy American" preference that was directed by the City Council, as well as several revisions that will make the code more consistent with the City's Charter and allow for uses of new technology.



# memorandum

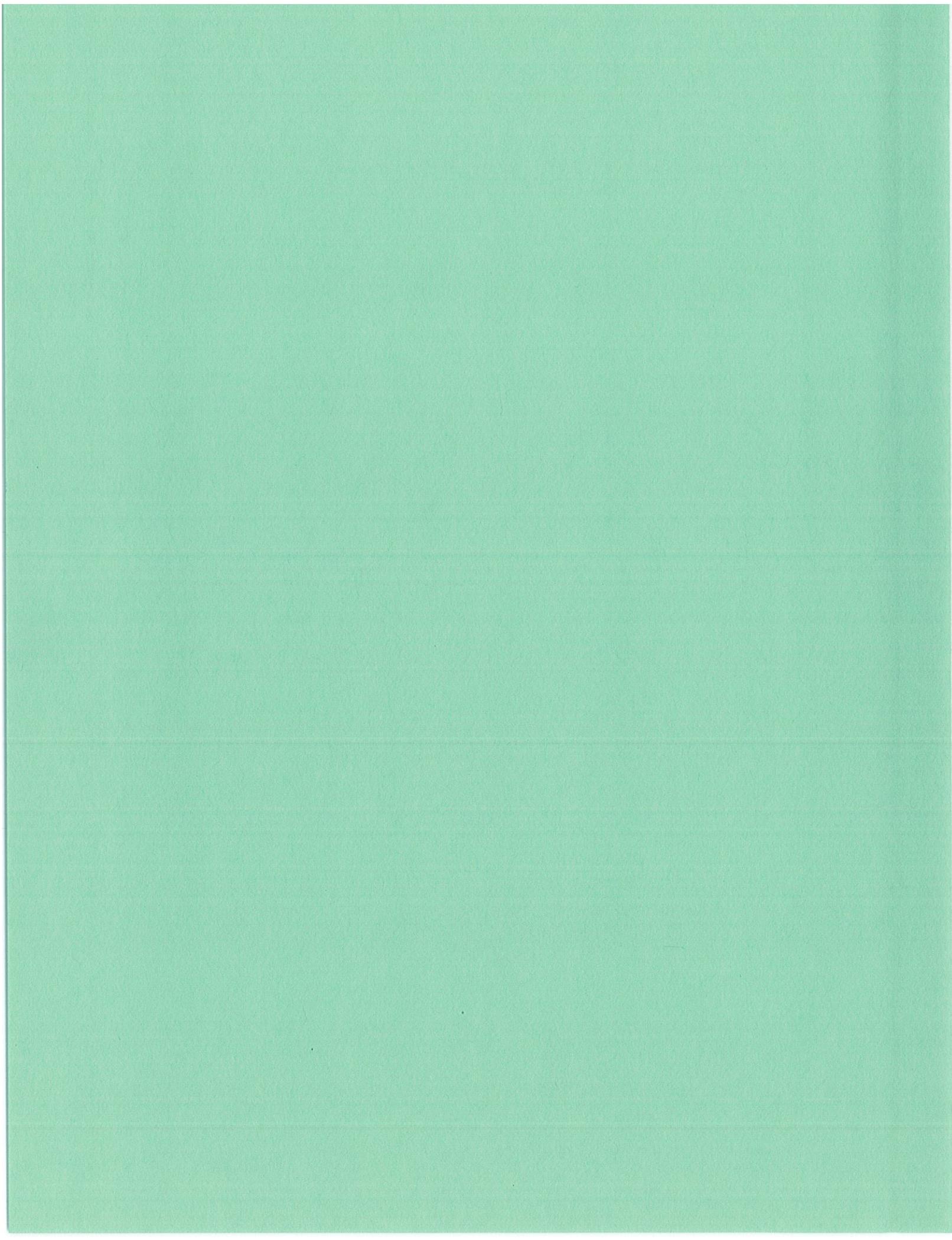
**DATE:** December 12, 2013

**TO:** Mark Scott, City Manager

**FROM:** Joy R. Forbes, Community Development Director

**SUBJECT: BURBANK CHANNEL BIKEWAY COMMUNITY MEETING  
SYNOPSIS – DECEMBER 11, 2013**

- First Community meeting for the Burbank Channel Bikeway Project (Phase II).
- Approximately 20 to 25 people attended the 1½ hour meeting.
- Majority of attendees confirmed that they were residents in the area of the Project.
- Council Member Bob Frutos was in attendance.
- Staff and City's consultant provided a description of the Project, including the route, funding sources, budget, schedule, benefits, and challenges and provided photographs of the existing and after conditions of the Project (using the recently completed Phase I as an example of what to expect).
- The attendees had a wide range of comments and questions that generally included everything from privacy, security, and safety to landscaping and from policing, maintenance and design to public outreach and related topics.
- Residents expressed some level of concern about how the Project would affect their neighborhood with some level of acknowledgement that there were benefits to the Project.
- For those homeowners immediately adjacent to the channel, there was greater concern over how the Project would affect their specific properties.
- Staff and the City's consultant provided responses to each of the queries and took note of comments so that the concerns of the neighborhood could be taken in account during the design phase.
- The next meeting will occur after when drawings have reached the 30% stage, estimated in March or April 2014.



# Burbank Water and Power

## MEMORANDUM

DATE: December 6, 2013

TO: Mark Scott, City Manager

FROM: Ron Davis, General Manager, BWP 

SUBJECT: SYNOPSIS OF BWP BOARD MEETING

Following is a synopsis of the December 5, 2013 BWP Board meeting:

### **BWP OPERATIONS AND FINANCIAL REPORTS**

Mr. Liu presented BWP's financial update for October. He distributed the rating report from Standard and Poors which affirmed a AAA rating for the water fund.

### **ELECTRIC VEHICLE UPDATE**

Mr. Hamer presented an update on Electric Vehicle charging activity. He reviewed BWP's goals, incentives and electrification benefits as well as the program accomplishments so far. A recommendation is currently being prepared to replace the \$2/hr charge to a \$/Kwh charge.

### **ELECTRIC LOAD FORECAST**

Mr. Swe presented BWP's load forecast update. He explained that staff forecasts load for a variety of purposes including financial planning, rate setting, energy resource planning, and distribution system planning. The updated forecast showed a 1.5% decrease in forecasted load growth over the next five years.

13 DEC -6 10:01

CITY OF BURBANK OFFICE  
CITY OF BURBANK



CITY OF BURBANK  
**PARK, RECREATION AND COMMUNITY SERVICES**  
**ANNOTATED AGENDA/MEETING SUMMARY**

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**Meeting:** *Child Care Committee*

**Date:** *12-3-13*

**Staff Present:** *Cathryn LaBrado, Lupe Meza*

**Liaisons Present:** *None*

<b>Item Discussed</b>	<b>Summary</b>	<b>Direction or Action, if any</b>
1 HOLIDAY EVENTS	The group discussed upcoming City events to determine which events they could attend and provide promotional materials at.	N/A
2 PRESCHOOL FAIR	The group discussed the feasibility of partnering with the Parent Education League to offer a Preschool Fair. The committee had a variety of questions and concerns regarding the Preschool Fair.	Chair Abbey Hacobian will follow up with Parent Education League to obtain more information for the Committee.
3 CHILD CARE COMMITTEE GOALS & OBJECTIVES	The Committee did not have time to address this item.	N/A

CITY OF BURBANK  
**PARK, RECREATION AND COMMUNITY SERVICES**  
**ANNOTATED AGENDA/MEETING SUMMARY**

**Meeting:** *Youth Board*

**Date:** *12/4/13*

**Staff Present:** *Christine Rumfola, Maritza Cuevas*

**Board Liaisons Present:** *None*

<b>Item Discussed</b>	<b>Summary</b>	<b>Direction or Action, if any</b>
Oral Communications	Date change for January Meeting Update on Holiday Basket	Change meeting to January 8, 2014 due to New Year Holiday
Written Communication	Shared invitation to Youth Board ANCA-Burbank Annual Christmas Party	Note and File
1 Teen Recreation Programs	Christine Rumfola reported on upcoming Teen events	Note and file
2 Youth Resource Program	Youth Leadership program – no report Christine Rumfola suggested a presentation from the Youth Leadership program.	Christine will contact and set up presentation
3 Park, Recreation and Community Services Board Meeting	Liaison Spencer Kierstein reported on the PRCS Board Meeting	Note and file
4 Sustainable Burbank Commission	Liaison Sandi Assaf reported on the Sustainable Burbank Commission meeting.	Note and file
5 Youth Task Force	Liaison Melanie Ohanian reported on Youth Task Force Meeting	Note and file
6 Goals & Objectives	Board discussed and voted on their Goals & Objectives. <ul style="list-style-type: none"> <li>• Pack for Success support</li> <li>• “Carnival” at Burbank on Parade,</li> <li>• Bunny Booth Fundraiser at Easter Eggstavananza,</li> <li>• Relay For Life support</li> </ul>	Various members assigned to bring back information on ways to support these goals

**CITY OF BURBANK**  
**PARK, RECREATION AND COMMUNITY SERVICES**  
**ANNOTATED AGENDA/MEETING SUMMARY**

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		<ul style="list-style-type: none"><li>• Volunteer at BCR Monthly Dance</li><li>• Restaurant fundraiser</li></ul>	
7	School Reports	School representatives gave reports from their schools.	Note and file

CITY OF BURBANK  
**PARK, RECREATION AND COMMUNITY SERVICES**  
**ANNOTATED AGENDA/MEETING SUMMARY**

**Meeting:** *Burbank Cultural Arts Commission*

**Date:** *12-11-13*

**Staff Present:** *Gaby Flores, Kristen Smith, Caroline Arrechea*

**Liaisons Present:** *None Present*

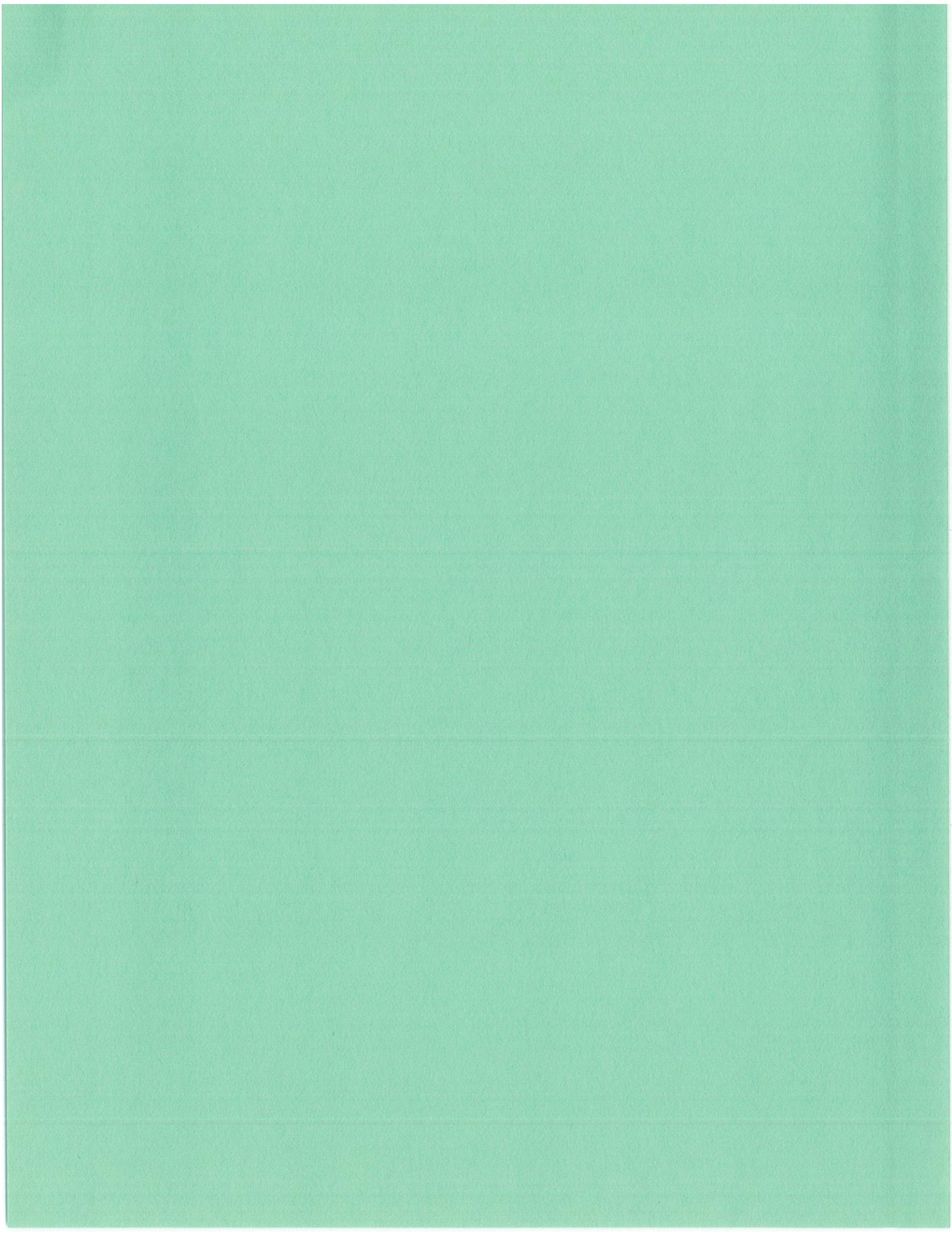
<b>Item Discussed</b>	<b>Summary</b>	<b>Direction or Action, if any</b>
1 Review of Website Guidelines for Burbank Organizations	The Commission previously discussed the burbankarts.com (Cultural Arts website) posting criteria for Burbank organizations. Staff briefly outlined the criteria allowing these organizations to post events held outside of the City on the website.	Staff will provide Commission members the criteria voted upon for further review.
2 Commission Meetings in 2014	The Commission previously expressed a desire to hold meetings at a variety of locations and change their monthly meeting date.	Staff and Commission members discussed viable locations for the upcoming year. The January meeting will be held at the Burbank Little Theatre. Commission meetings will now be held on the second Thursday of every month at 9AM.
3 Review of Existing Budget	Staff informed the Commission that there is a total of \$3,797.37 in the Cultural Arts Holding Account. These dollars have been carried over and previously have supported Commission efforts.	N/A
4 Holiday Party	Former Chair Lynda Willner hosted a Holiday Party for the Commission at her home.	N/A
5 Art in Public Places Update	Staff did not have any official update to present.	Commission members expressed an interest in coordinating an ad-hoc meeting with the Art In Public Places Committee; or inviting a representative to attend a regularly scheduled Commission meeting.

**CITY OF BURBANK  
PARK, RECREATION AND COMMUNITY SERVICES  
ANNOTATED AGENDA/MEETING SUMMARY**

<p>6</p> <p>2013/2014 Burbank Cultural Arts Commission Goals Taskforces</p>	<p>The Cultural Arts Commission has established 9 goals to be accomplished over the next year:</p> <p>Goal 1: Colorful Arts Destination Map</p> <p>Goal 2: Paint Electrical Boxes</p> <p>Goal 3: Make Measurable Progress at Starlight Bowl</p> <p>Goal 4: Participate in Burbank On Parade</p> <p>Goal 5: Monthly Representation at Chamber Mixers</p> <p>Goal 6: Clearly Define Mission/Identity</p> <p>Goal 7: Fix Website</p> <p>Goal 8: Collaborate and Align Goals with Arts Organizations</p> <p>Goal 9: Obtain Funding For Commission Priorities</p>	<p>Goal 1: Colorful Arts Destination Map</p> <p>Commission Member Miller will set up a meeting with the Woodbury University Digital Media Team to possibly develop an online/phone application to showcase the map.</p> <p>Goal 2: Paint Electrical Boxes</p> <p>Department staff worked closely with BWP to determine eight viable electrical box locations. BWP is anticipated to send dimensions and paint guidelines. Guidelines, timeline, process, and budget to be determined before February meeting.</p> <p>Goal 3: Make Measurable Progress at Starlight Bowl</p> <p>Commission requested that a summary of the Request for Proposals process be sent to them for feedback and review before January meeting.</p> <p>Goal 4: Participate in Burbank On Parade</p> <p>Meeting to be scheduled in early January to discuss parade.</p> <p>Goal 5: Monthly Representation at Chamber Mixers</p> <p>Commission members have been unable to attend. Commission member Flynn suggested a sign-up process for members to commit to future meetings.</p> <p>Goal 6: Clearly Define Mission/Identity</p> <p>Chair Clift will address a timeline to meet this goal. In addition, this Committee will be charged with</p>
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**CITY OF BURBANK  
PARK, RECREATION AND COMMUNITY SERVICES  
ANNOTATED AGENDA/MEETING SUMMARY**

		<p>overseeing the budgets associated with all goals.</p> <p>Goal 7: Fix Website</p> <p>Commission member Arno to set up a meeting with Pickle; a website development firm.</p> <p>Goal 8: Collaborate and Align Goals with Arts Organizations</p> <p>Commission held first Arts Convening directly following regularly scheduled monthly meeting.</p> <p>Over 40 community members attended to assist the Commission in assessing needs in the arts.</p> <p>Goal 9: Obtain Funding For Commission Priorities</p> <p>The Committee plans to meet with the Council liaison, Jess Talamantes in January to discuss priorities.</p>
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**CITY OF BURBANK**  
**OFFICE OF THE CITY MANAGER**  
**(818) 238-5800**  
**FAX (818) 238-5804**

**DATE:** December 13, 2013

**TO:** Honorable Mayor and City Council

**FROM:** Mark Scott, City Manager *MS*

**SUBJECT: THE BURBANK HOSPITALITY ASSOCIATION (BHA) MEETING SYNOPSIS –  
DECEMBER 11, 2013**

Please see the following meeting synopsis from Joy Forbes. I have asked staff to do a follow-up report describing The Creative Talent Network Animation Expo in more detail. It appears to be an extraordinary event and a real positive that they choose to hold it in Burbank.

# memorandum

**DATE:** December 12, 2013

**TO:** Mark Scott, City Manager

**FROM:** Joy R. Forbes, Community Development Director 

**SUBJECT:** **The Burbank Hospitality Association (BHA) Meeting Synopsis – December 11, 2013**

- Tina Price founder of The Creative Talent Network Animation Expo attended the meeting to provide an overview and discuss the success of the November event.
- Staff presented the Board with [www.visitburbank.com](http://www.visitburbank.com) website and social media analytics for November 2013.
- Phase II marketing efforts were discussed for 2014 focusing on social media advertising, print advertising and signature events.
- Staff attended the Visitor Industry Outlook Conference 2013 and provided a recap of the event to the Board.



# memorandum

**DATE:** December 10, 2013

**TO:** Mark Scott, City Manager

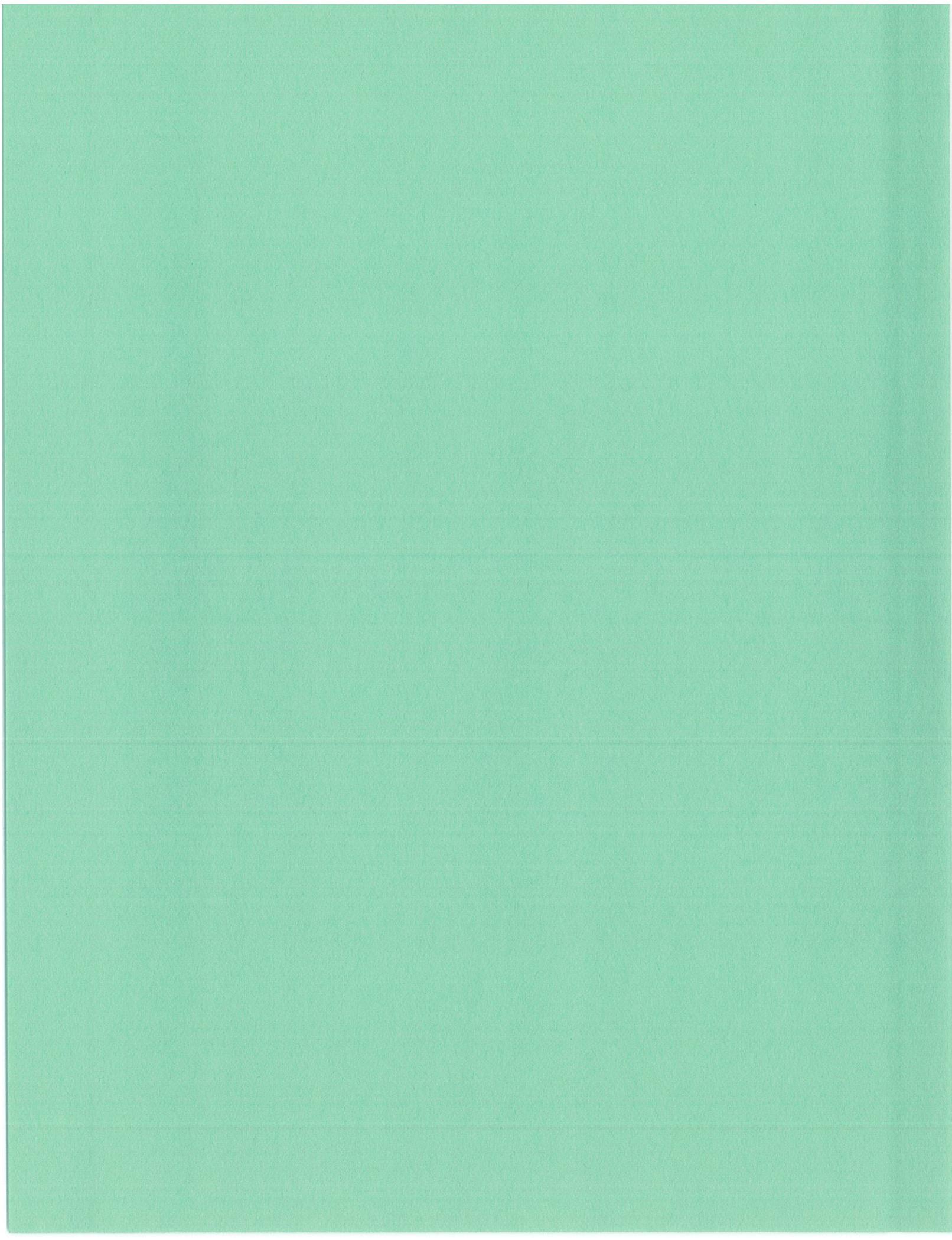
**FROM:** Joy R. Forbes, Community Development Director 

**SUBJECT:** Heritage Commission Meeting Synopsis – December 5, 2013

- Commission approved an application to designate 837 East Olive Avenue as a Historic Resource.
- Commission discussed the Certified Local Government Annual Report for 2012-2013. Commission identified ways to do more educational outreach.
- Heritage Commission Goals were discussed. Focus to be on outreach and finding grants for additional studies.
- Possible Recognition of Non-Historic, but Culturally Important Resources. The Commission proposed a list of six criteria for recognition and will determine how many of the six would be needed for recognition and what the recognition would consist of.

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CITY MANAGER'S OFFICE  
CITY OF BURBANK



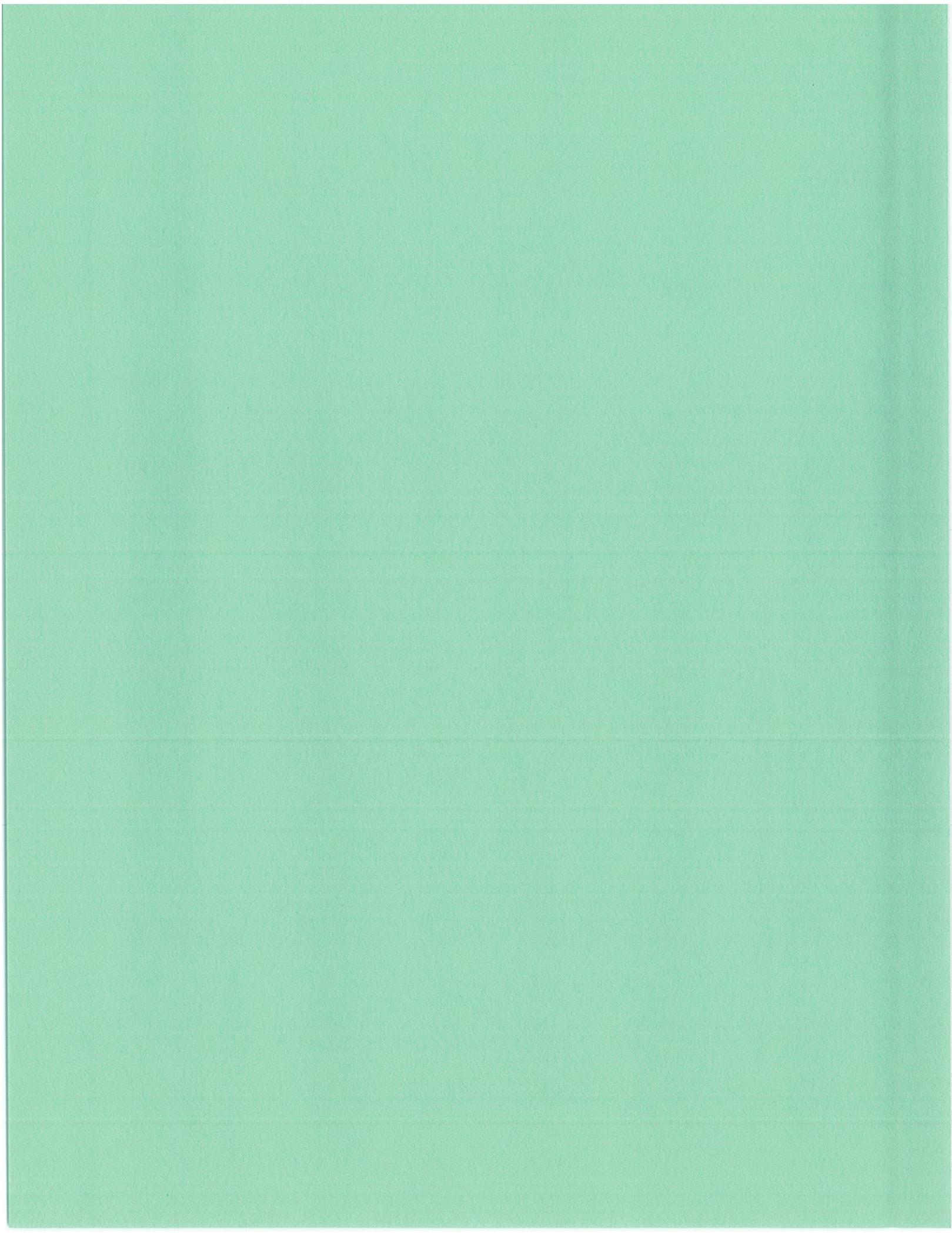
# memorandum

**DATE:** December 12, 2013  
**TO:** Mark Scott, City Manager  
**FROM:** Joy R. Forbes, Community Development Director   
**SUBJECT:** **The Downtown Burbank Partnership (PBID) Meeting Synopsis – December 12, 2013**

- Staff presented an update on “The Rink” regarding upcoming events and marketing.
- Staff presented the proposed 2014 Operating Budget for approval. The budget was unanimously approved and will go into effect January 1, 2014.
- The Board unanimously approved their amended and restated By-Laws.
- Robin Faulk, the PBID’s marketing consultant, provided an overview of 2013 accomplishments including public relations, district branding, and website and social media maintenance.

13 DEC 13 6:52:25

CITY MANAGER'S OFFICE  
CITY OF BURBANK





**CITY OF BURBANK  
LIBRARY SERVICES DEPARTMENT  
MEMORANDUM**

**DATE:** December 12, 2013

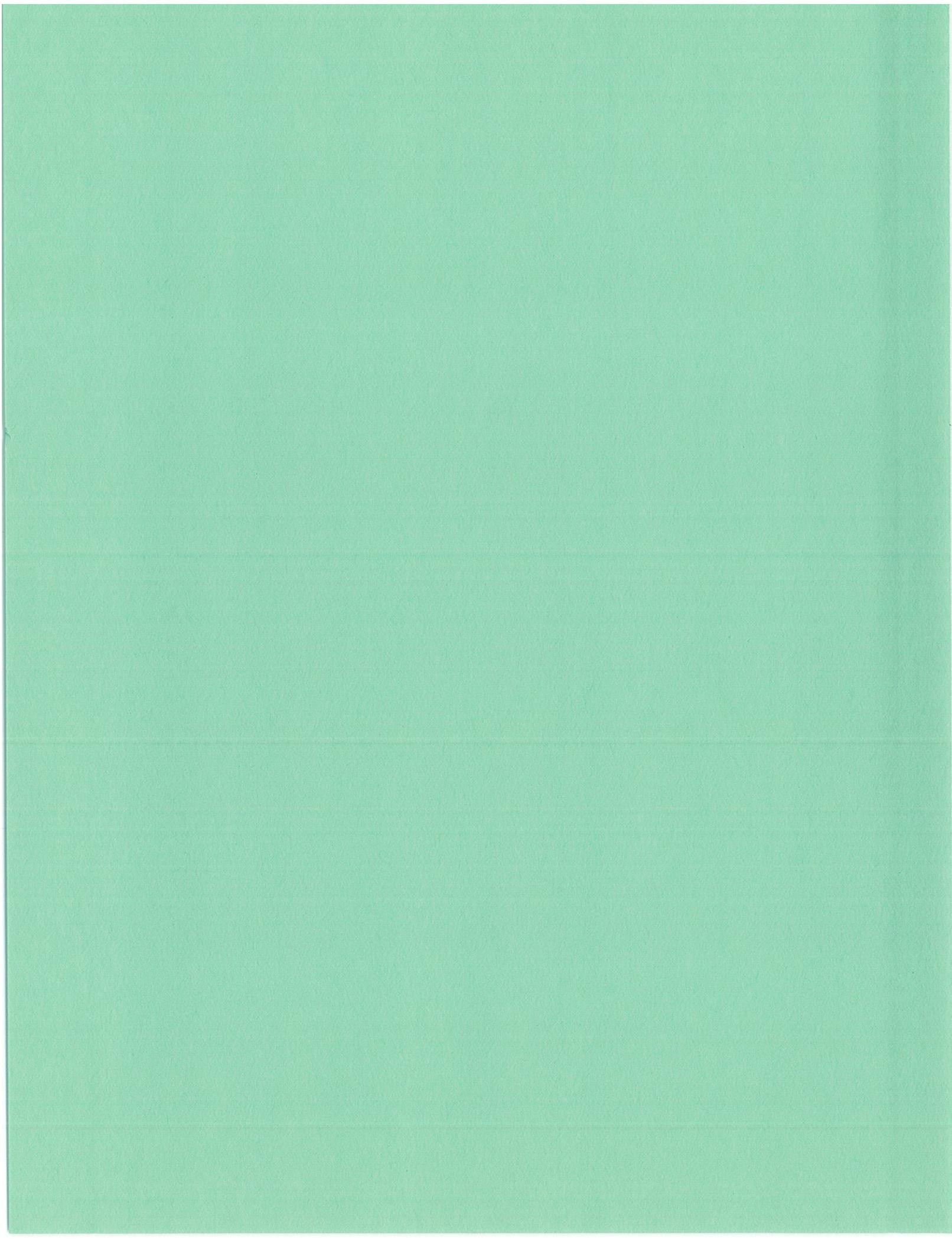
**TO:** Mark Scott, City Manager

**FROM:** Sharon Cohen, Library Services Director

**SUBJECT: Weekly Library Report**

- The Library Services Department was notified by the California Library Literacy Services (CLLS) our total grant allocation for the 2013/14 fiscal year is \$20,858.00. These funds are utilized to support the Adult Literacy Services program. The funding allocation is formula based depending on a per capita amount per adult learner served at our library in 2012/13 that reflects the fact that Adult Literacy Services are the heart of our service, and are the basis for all other literacy services. Additionally, a match on local funds raised and expended for adult literacy services at your library in 2012/13 - reflecting a commitment to a continuing State/Local partnership, and to providing an incentive for increased local support for adult literacy.
- A recent PEW study, released on December 11, 2013, shows that Americans strongly value the role of public libraries in their communities, both for providing access to materials and resources and for promoting literacy and improving the overall quality of life. Most Americans say they have only had positive experiences at public libraries, and value a range of library resources and services. Below are a few highlights of the study and the full report can be found here: <http://libraries.pewinternet.org/2013/12/11/libraries-in-communities/>
  - The vast majority of Americans ages 16 and older say that public libraries play an important role in their communities:
    - 95% of Americans ages 16 and older agree that the materials and resources available at public libraries play an important role in giving everyone a chance to succeed;
    - 95% say that public libraries are important because they promote literacy and a love of reading;
    - 94% say that having a public library improves the quality of life in a community;

- 81% say that public libraries provide many services people would have a hard time finding elsewhere.
- Libraries are also particularly valued by those who are unemployed, retired, or searching for a job, as well as those living with a disability and internet users who lack home internet access:
  - 56% of internet users without home access say public libraries' basic technological resources (such as computers, internet, and printers) are "very important" to them and their family, compared with 33% of all respondents.
  - 49% of unemployed and retired respondents say they librarian assistance in finding information to be "very important," compared with 41% of employed respondents.
  - 47% of job seekers say help finding or applying for a job is "very important" to them and their families.
  - 40% of those living with a disability say help applying for government services is "very important," compared with 27% of those without a disability.





# BURBANK FIRE DEPARTMENT

## MEMORANDUM

**DATE:** December 12, 2013

**TO:** Mark Scott, City Manager

**FROM:** Tom Lenahan, Fire Chief

**SUBJECT:** **City Manager Weekly Report**

### Firefighter Recruitment

The City of Burbank has opened the application and testing period for Burbank Firefighter Recruit! The online application period will be open until 5:00 p.m. Friday, February 28, 2014. Interested individuals should visit the City of Burbank's online employment center at: <http://agency.governmentjobs.com/burbankca/default.cfm> to apply. To learn more about the Burbank Fire Department and how to become a firefighter, visit [www.burbankfire.us](http://www.burbankfire.us).

### Spark of Love Toy Drive

The Burbank Fire Department is once again teaming up with ABC7 to promote the Spark of Love toy collection campaign. The Burbank Fire Department will be collecting toys at every fire station within the City of Burbank until December 24, 2013. Everything collected is distributed to local families within Burbank. Toys are distributed through the Burbank Temporary Aid Center and the Family Service Agency of Burbank. Toy requests should be forwarded to BTAC at 818-848-0860 or FSA at 818-845-7671.

### Enhanced Unified Command Training

The Fire Department/Emergency Management Division is working to secure spots for the Assistant City Manager, as well as 2-4 Fire and Police personnel to attend the Enhanced Unified Command Training at Texas A&M Engineering Extension (TEEX) through the National Emergency Response and Rescue Training Center. This course is a four-day simulation that focuses on relationships and the dynamics between various emergency personnel during large-scale incidents. The intent of the course is to help participants develop awareness and understanding of each other's position within the EOC. The training will be in mid-February for the first class which will include the Assistant City Manager, Fire and Police personnel and the second class will be in mid-March with Fire and Police personnel.

### City Council SEMS Training

The Fire Department/Emergency Management Division is also developing a short, targeted, training class specifically for the City Council on the Standardized Emergency Management System (SEMS) as well as Council's role in an emergency. This class will also include a short tabletop exercise to validate the training. Staff is working to schedule this training for late January or early February.

Leonard Silva, Senior Engineering Technician, retired after 33 years of service from Burbank Water and Power on December 30, 2013.

Leonard was born and raised in Oxnard, California. After graduating from John Burroughs High School, he attended National Technical Institute. He joined the City in July 1980, as a Jr. Engineering Aide. After six months, he was promoted to Sr. Engineering Aide, and then to his current position of Sr. Engineering Technician. His career with the City was primarily drafting support for the substation group. He was involved in the design of San Jose Distributing Station, the first 12kV substation, as well as Hollywood Way and Golden State Distributing Stations.

Leonard and his wife Maria (also retired) have two sons, Leonard Jr. and Michael. Being a sports fan, he coached his sons in football and baseball during their school years. Leonard is looking forward to spending enjoyable times with his two grandchildren, Ethan, 12, and Zander, 7.

His immediate plan after retiring is to travel to New Mexico and visit his brother and possibly make a stop at Site 54 in Roswell to shake hands with the aliens. He also plans to hang out with his long-time buddy Roger Haidle, a retired BWP electrician. Among his other interests will be working on classic cars and following national sport activities.



# CITY OF BURBANK

## MEMORANDUM

DATE: December 12, 2013

TO: City Manager Mark Scott

FROM: Scott LaChasse, Chief of Police

SUBJECT: CITY MANAGER NOTES

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### **Police Training**

This week, the Burbank Police Department presented "In-Service" training to sworn personnel regarding Storm Water Pollution, Electrical Hazards, Police K9 operations, and Bob Hope Airport familiarization. This training was a collaboration of personnel from the Burbank Public Works, BWP, Burbank Fire, and the Burbank Airport, and the Glendale and San Fernando Police Departments. The training was presented on Bob Hope Airport property over a two day period.

### **YMCA Turkey Trot**

On 11/28/2013, the Burbank Police Department Traffic Bureau facilitated course operations for the annual YMCA "Turkey Trot." This event is the annual fundraiser for the YMCA, attracting over 2000 participants. This was a major operation, requiring substantial planning to staff and operate 27 separate traffic control points. Officers provided a safe environment for all of the participants whether they were looking to race against the clock, or enjoy quality family time. The event concluded without any reported issues and minimal disruption to the community.

### **Police Communications Center Update**

State funding through 911 phone taxes is being used to replace and update all of the emergency dispatch consoles. The new design provides modern functionality as well as comfort features such as built-in heaters and fans. The current five-workstation configuration will be increased to six. Careful planning resulted in a configuration for normal operations and unusual occurrences, disasters or major events. Also, a special two person station was added for training situations. Additional updates will include new ergonomic chairs, carpeting, and portable storage cubes. The project is expected to be completed by February 2014.