

## Weekly Management Report

### March 13, 2015

1. **Memo** – DeBell Golf Course Operations Report – Parks and Recreation Department
2. **Memo** – Art in Public Places Committee and Burbank Cultural Arts Commission – Parks and Recreation Department
3. **Memo** – Electronic Cigarettes – Community Development Department
4. **Memo** – Follow-up Regarding Burbank’s Energy Future – Burbank Water and Power Department
5. **Synopsis** – San Fernando Valley Council of Governments Transportation Subcommittee Meeting of March 5, 2015 – Community Development Department
6. **Synopsis** – California High Speed Rail Community Working Group Meeting of March 4, 2015 – Community Development Department
7. **Synopsis** – Oversight Board Meeting of February 26, 2015 – Community Development Department
8. **Synopsis** – Downtown Burbank Partnership Meeting of February 5, 2015 – Community Development Department
9. **Synopsis** – Burbank Athletic Federation Meeting of March 10, 2015 – Parks and Recreation Department
10. **Synopsis** – Art in Public Places Meeting of March 11, 2015 – Parks and Recreation Department





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

**DATE:** March 13, 2015  
**TO:** Honorable Mayor and City Council  
**FROM:** Mark Scott, City Manager  
**SUBJECT: DeBell Golf Course Operations Report**

At the last City Council meeting, I was asked to schedule a discussion of DeBell operating results prior to the next budget presentation in May. Staff will place the matter on an upcoming agenda for discussion. In the meantime, attached is the latest update report that was presented to the Parks & Recreation Board in February.



# Memorandum

**Date:** February 12, 2015  
**To:** Parks and Recreation Board Members  
**From:** Judie Wilke, Parks and Recreation Director  
**Subject:** DEBELL GOLF COURSE OPERATIONS REPORT

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## RECOMMENDATION

Staff recommends that the Parks and Recreation (P&R) Board (Board) discuss, note and file the item.

## BACKGROUND

On October 22, 2013, the City Council approved a Lease and Operating Agreement (Agreement) between the City of Burbank and S.S. Golf, Inc. (Tenant) to manage the ongoing operations of the DeBell Golf Course (Premises). As a full-service management agreement, the DeBell Golf Course and its associated facilities have been leased to the Tenant for a fixed term (five and half years) commencing on January 1, 2014. The focus of this new arrangement was to create a synergistic relationship of operations that will enhance the overall golf experience at DeBell Golf Course.

The Initial Term includes a Transition Phase (January 1, 2014 – June 30, 2014) and an Operation Phase (July 1, 2014 – June 30, 2019). Notably, the Tenant has successfully completed the Transition Phase and is currently operating under the Operation Phase.

On September 11, 2014, the Tenant provided the Board with their first quarter report. In compliance with the provisions of the Agreement (Section 9.1 Reporting Requirements) during the first three years of the Operation Phase, a report shall be provided to the Board on a quarterly basis

## DISCUSSION

On January 1, 2014, the Tenant officially took on the management and oversight of the Premises. Since then the P&R Department continues to be pleased with the Tenant's first year of operations and management of the Premises. During this period, rounds of golf moderately increased and the continuity of service to golfers and the public has greatly improved. In compliance with the provisions of the Agreement (Section 5.13 Annual Plan) the Tenant has submitted an Annual Plan (Plan) for the Premises. The P&R Department has reviewed the Plan submitted and will provide the Board with more details during the upcoming Budget Process.

This report will review the Tenant's first six months of operations (July - December).

## Review of Rounds of Golf

Rounds of Golf for the first six months of Fiscal Year (FY) 2014-2015 were 27,931 compared to 26,700 for FY 2013-2014. This reflects an increase of 4.61%. However, rounds of golf were 3.69% lower than budget estimates. The Tenant has estimated that a total of 58,000 rounds of golf will be played during FY 2014-2015 which equates to 29,000 for the first six months of FY 2014-2015. Although the popularity of the Players Club Program which launched in February 2014 paired with increased targeted promotions have attributed to a slight increase in rounds, it is not quite at the level projected.

## Review of Revenues

Golf revenue which includes the following: Green Fees; Cart Fees; Driving Range; Lessons; Merchandise; Rentals and Repairs; Par 3; Disc Golf; and Filming Fees for the first six months of FY 2014-2015 was \$1,109,702 compared to \$1,025,138 for FY 2013-2014. This reflects an increase of 8.25%. Revenues are about 3.74% above the Tenants original budget estimate of \$1,069,673. Popularity of the Players Club Program which launched in February 2014 paired with the increased targeted promotions have attributed to the slight increase in revenue. Additionally, enhancements to the Lesson Programs for adults and juniors have attributed to the increases in revenue.

Canyon Grille revenue for the first six months of FY 2014-2015 were \$577,019 compared to \$364,944 for FY 2013-2014. This reflects an increase of 58.11%. Revenues are about 30.55% above the Tenants original budget estimate of \$442,000. The large increase in revenue has been primarily driven by the overwhelming popularity of the Canyon Grille as a venue to hold various types of parties and events, hosting of monthly theme nights such as Pasta Night and Holiday themed events, and introduction of new menu items specifically tailored and priced for golfers that quickly and conveniently need items.

Total Revenue which includes Golf and Canyon Grille revenue for the first six months of FY 2014-2015 are \$1,686,721 compared to \$1,390,081 for FY 2013-2014. This reflects an increase of 21.34% and is 11.58% above original budget estimates of \$1,511,673. The significant increase in revenue both historically and compared to budget are largely attributed to the sales of the Canyon Grille, Players Club program and golf promotions, and golf lesson revenue.

## Review of Contract Profit and Loss (P&L)

Contract Revenue for the first six Months of FY 2014-2015 was \$1,191,820 and total expenses were \$1,218,445 resulting in a net loss of \$26,625. The Tenant had originally forecasted a net income of \$23,635 year-to-date. The existing loss year to date is due to an under projection of approximately \$30,000 in water utility charges and approximately \$25,000 in cost of goods sold and payroll expenses. For the remainder of FY 2014-2015 and in an effort to continue operations at a level of profitability and generate additional reserves for future capital improvements, the Tenant is planning to collaborate with Valley Crest to reduce water usage without sacrificing golf course conditions, reducing payroll expenses without impacting service, and streamlining cost

of goods sold to meet budget projection estimates. Furthermore, as part of the FY 2015-2016 Budget Process the Tenant is proposing a \$1-\$2 increase of green fees for the 18-hole facility. The Board will be provided with an opportunity to discuss Green Fee increases in more detail at the Board's March 2015 meeting when the Department's Budget is considered.

Review of Capital Improvement Program

As previously noted, the Tenant is proposing several capital improvements which will improve the playability of the course. The table below summarizes the proposed capital improvement projects proposed as part of the Tenant's five-year capital improvement plan (Table 1):

**Table 1 – Summary of Capital Improvement Projects**

<b>Project</b>	<b>Fiscal Year</b>	<b>Funding Source</b>
Driving Range Improvements – Lighting	2015-2016	City
Tee Improvements – Hole No. 6	2015-2016	Valley Crest
Tee Improvements – Hole No. 11	2015-2016	Valley Crest
Tee Improvements – Hole No. 14	2015-2016	Valley Crest
New Tee Amenities – All Holes	2015-2016	S.S. Golf
Memorial Wall in Honor of Phil Scozzola	2015-2016	Donation Funded
Construct New Entertainment Center/Trophy Case	2015-2016	Vendor
Design and Install Fire Pit Social Area (North End of Clubhouse)	2015-2016	Vendor
New Lighting in Patio Area and Stairway Entrance	2015-2016	Vendor
Replace Range Stall Dividers/Upgrade Signage and Yardage Targets	2015-2016	Vendor
Improve Wireless Internet Service for 1 <sup>st</sup> Floor of the Clubhouse Facility	2015-2016	Vendor
Procure a New Snack Bar Ordering System for the 9 <sup>th</sup> Tee Box	2015-2016	Vendor
Procure New GPS Technology for Golf Course Yardage Installed on the Golf Carts	2015-2016	Vendor
Concrete Pad for Driving Range Hitting Area	2015-2016	Golf Fund
Develop Master Plan	2015-2016	CIP Fund
Study to Improve Acoustic Noise Level in Canyon Grille	2016-2017	Vendor

**Table 1 – Summary of Capital Improvement Projects (Continued)**

<b>Project</b>	<b>Fiscal Year</b>	<b>Funding Source</b>
Tee Improvements – Hole No. 5	2016-2017	Valley Crest
Tee Improvements – Hole No. 16	2016-2017	Valley Crest
Tee Improvements – Hole No. 18	2016-2017	Valley Crest
Tee Improvements – Hole No. 10	2017-2018	Valley Crest
Tee Improvements – Hole No. 12 (Bottom Tee)	2017-2018	Valley Crest
Tee Improvements – Hole No. 15	2017-2018	Valley Crest
New Shade Structure at the Driving Range	2017-2018	CIP Fund
Tee Improvements – Hole No. 1 (Top Tee)	2018-2019	Valley Crest
Tee Improvements – Hole No. 1 (Bottom Tee)	2018-2019	Valley Crest
Tee Improvements – Hole No. 4 (Top Tee)	2018-2019	Valley Crest

The aforementioned improvements are projected to be completed within two to five years if funding is available. Several of these projects will be funded by the Tenant while some expenses are proposed to be made using funds set aside in the Capital Improvement Reserve Fund. Per the terms of the Agreement, an additional rent, beginning the second Lease Year (2015-2016) and annually thereafter, 0.75% of total Gross Revenues will be paid by the Tenant to the City to fund capital improvements on the Premises (Section 6.6 Capital Improvement Payments; Additional Rent). Staff anticipates receiving between \$15,000 and \$25,000 in additional rent annually through this Agreement provision.

During the FY 2014-2015 Budget Process, the City Council approved an appropriation from the General Fund in the amount of \$75,000 towards the replacement of the antiquated lighting standards at the Driving Range. Since June 2014, staff and the Tenant have been working together to develop a scope of work and to solicit proposals to complete this project. In October 2014, staff received City Manager approval to single source all design and installation work associated with this project to Musco Sports Lighting (Musco). Notably, Musco is an industry leader in sports field lighting design, and the P&R Department has previous experience in working with them on similar projects. Since November 2014, staff has been working with the City's Purchasing Department and the City Attorney's Office to draft a construction agreement with Musco. It is anticipated that construction activities will commence by late February 2015. Upon project completion, the playability of the Driving Range will significantly increase which will in turn increase revenues.

**Golf Cart Lease (EZ-Go/PNC)**

Finally, in order to improve services provided to golfing patrons, the City and the Tenant have completed the renegotiating of a new lease agreement with EZ-Go/PNC for the lease of 80 golf carts and one food and beverage cart. Due to several maintenance issues with the existing fleet, the Tenant successfully worked with EZ-Go/PNC to develop a new lease. The new lease is held by the Tenant, which has removed the City from all operations other than overseeing the existing agreement between the City and the Tenant. As part of these negotiations, the Tenant was able to negotiate a lease price of \$5,344 per month for the first 12 months which is the same price that was

previously paid under the old agreement. This price will be modified in October 2015 to \$6,944 per month. EZ-Go/PNC honored the 12 month pricing to continue the positive relationship that the Tenant has with their company.

With the new golf carts in place the new fleet will require less maintenance as the fleet ages. As a result the Tenant will realize a significant cost savings in maintenance costs. Additionally, the new fleet also has a more efficient battery watering system this will not only improve the reliability of the carts but it will also ensure that the batteries last longer. As a result EZ-Go/PNC has increased the battery warranty of the golf carts from 20,000 amp hours to 25,000 amp hours.

The improvements made to the golf cart fleet have allowed the Tenant to discontinue their agreement with D&D Golf Cart Maintenance (D&D Golf). General maintenance of the golf carts will be absorbed by the Tenant and warranty and repairs will be made by EZ-Go/PNC on an as needed basis. Though lease payments are anticipated to increase by \$1,600 in October 2015, the savings presented by no longer using services provided by D&D Golf is almost a wash.

#### Independent Inspection of Premises

The City recently completed a Request for Proposal process soliciting proposals from qualified consultants to perform an annual inspection/audit of the Premises. In compliance with the provisions of the Agreement (Section 6.6c Capital Improvement Payments; Additional Rent) and per the recommendations prepared by the National Golf Foundation's Financial and Operational Analysis of the DeBell Golf Course, a third party inspection shall be performed by an independent golf professional to inspect the overall condition of the golf course as determined by the City. Staff anticipates that a consultant will be selected and onboard by March 2015.

#### FISCAL IMPACT

There is no fiscal impact directly related to this update report. Actions previously taken by the City Council have significantly improved the Fund's financial position. With the terms of this Agreement approved and the Transition Phase completed, the Fund's financial position has significantly improved (Exhibit A). Though the fund is becoming more solvent, it is also important to note that staff is still projecting the Fund will become insolvent in future years (FY 2019-2020) due to loan payment obligations and projected capital improvement expenses.

#### CONCLUSION

The Tenant is in compliance with the terms and conditions stated in the Agreement. The P&R Department has been pleased with the Tenant's first six months of operation and management of the Premises. The Tenant exceeded the required provisions and has gone above and beyond to improve the operations of the Premises.

#### EXHIBIT

A - Historical Analysis and Future Projections – Cash Flow

**Golf Fund Cash Flow**

**Exhibit A**

Historical Analysis and Future Projections (in thousands)

	2007	2008	2009	2010	2011	2012	2013	2014
<b>Beginning Cash Balance</b>	6,663	6,696	4,156	613	(187)	252	281	282
Revenue Earned	1,988	1,613	1,718	1,770	1,769	2,023	1,932	868
Base Rent								150
Percentage Rent								
Capital Rent								
Golf Cart Reimbursement								32
<b>Total Revenue Earned</b>	1,988	1,613	1,718	1,770	1,769	2,023	1,932	1,050
<i>Round of Golf</i>	65,472	59,605	60,602	56,397	52,281	58,357	51,241	51,241
<i>Average Golf Fund Revenue/Round</i>	\$ 30.36	\$ 27.06	\$ 28.35	\$ 31.38	\$ 33.84	\$ 34.67	\$ 37.70	\$ 20.49
Interest Revenue	372	276	76	21	(5)	-	-	-
Operating & Maint Expense	(1,760)	(688)	(3,178)	(2,014)	(2,173)	(1,994)	(1,931)	(1,182)
Capital Investments	(567)	(3,741)	(4,449)	(411)	(4)	-	-	-
Irrigation Improvements								(17)
Seismic Retrofit/Demolition (600k)^								(11)
Golf Cart Path Improvements (80K)								(11)
Loans Received	-	-	2,500	-	1,000	-	-	-
Loans Payments (January)	-	-	(125)	(125)	(125)	-	-	-
Interest Payments	-	-	(85)	(41)	(23)	-	-	-
<b>Net Change in Cash Balance</b>	33	(2,540)	(3,543)	(800)	439	29	1	(132)
<b>Unrestricted Cash Balance</b>	6,696	4,156	613	(187)	252	281	282	150
<b>Financial Policy and Equipment Reserves</b>								
Reserve for working capital (60 days)								(34)
Reserve for capital funding (500)								
<b>Ending Cash Balance</b>	6,696	4,156	613	(187)	252	281	282	116
	2015	2016	2017	2018	2019	2020	2022	2023
<b>Beginning Cash Balance</b>	116	170	166	135	194	55	55	(50)
Revenue Earned								
Base Rent	300	300	300	300	300	300	300	300
Percentage Rent	20	32	35	38	41	44	47	47
Capital Rent		15	16	24	25	27	29	29
Golf Cart Reimbursement	77	77	77	77	77	77	77	77
<b>Total Revenue Earned</b>	397	424	428	439	443	448	453	453
<i>Round of Golf</i>	51,241	52,271	52,794	53,322	53,855	54,394	54,938	54,938
<i>Average Golf Fund Revenue/Round</i>	\$ 7.75	\$ 8.11	\$ 8.11	\$ 8.23	\$ 8.23	\$ 8.24	\$ 8.25	\$ 8.25
Interest Revenue								
Operating & Maint Expense	(268)	(274)	(280)	(286)	(292)	(298)	(305)	(310)
Capital Investments - City Funded								
Seismic Retrofit/Demolition (600k)^			(120)		(90)	(100)	(79)	
Golf Cart Path Improvements (80K)								
Driving Range Improvements - Lighting	(75)							
Capital Investments - Operator/City Funded								
Driving Range Improvements - New Pads		(35)						
Golf Course Master Plan - Architectural Services		(15)						
Driving Range Improvements - Shade Structure				(35)				
Loans Received								
Loans Payments*		(50)	(50)	(50)	(128)	(128)	(128)	(128)
Interest Payments*		(54)	(9)	(9)	(72)	(27)	(27)	(27)
<b>Net Change in Cash Balance</b>	54	(4)	(31)	59	(139)	(105)	(86)	(12)
<b>Unrestricted Cash Balance</b>	170	166	135	194	55	(50)	(31)	(62)
<b>Financial Policy and Equipment Reserves</b>								
Reserve for working capital (60 days)	(34)	(34)	(34)	(34)	(34)	(34)	(34)	(34)
Reserve for capital funding (500)								
<b>Ending Cash Balance</b>	136	132	101	160	21	(84)	(65)	(96)

\*Second Loan principle and interest payments deferred to January 1, 2016; First Loan principle and interest payments deferred to January 1, 2019

^Does not account for Demolition of Cart Storage Areas (estimated cost \$200,000)





**DATE:** March 13, 2015  
**TO:** Honorable Mayor and City Council  
**FROM:** Mark Scott, City Manager  
**SUBJECT: Art in Public Places Committee and Burbank Cultural Arts Commission**

The City Council endorsed Councilmember Talamantes' suggestion that we systematically review the functions of our various boards, commissions and committees to see if it is appropriate to change the structure or functional scope of certain bodies to allow better coordination or efficiency.

Speaking for myself, I do believe that there are times when functional scopes do change as the issues in a community evolve. Therefore, I endorse this effort. Staff has plans to move these evaluations forward when we have the time to properly involve the public members in the dialogue.

I am attaching a report I received last month from the Parks & Recreation staff on this subject. The memo relates to the scope of duties performed by the Art in Public Places Committee and the Burbank Cultural Arts Commission. The memo speaks for itself, so I will not summarize it here. I would add only that if coordination or efficiency benefits are possible, there are steps that could be taken to consolidate. I think the question is whether the benefits justify the time expenditure.

I would imagine that it would be useful to both of these groups to meet with the City Council at some future date to review their practices and policies, and to see if they are meeting City Council expectations. As with so much of what we do, meeting time is limited. Our liaisons do an excellent job, but at least once each couple of years, a citizen board deserves an opportunity for a "review" with their appointing body. If it is important for a City Council to create these bodies, they should be scheduled for periodic review sessions.

Your feedback will be appreciated.

**Date:** February 6, 2015  
**To:** Mark Scott, City Manager  
**From:** Judie Wilke, Parks and Recreation Director *Judie Wilke*  
**Subject:** **Art in Public Places Committee and Burbank Cultural Arts Commission**

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In response to the City Council's desire to review all the City's Boards, Commissions and Committees, the purpose of this memo is to provide information regarding the Art in Public Places (APP) Committee (Committee) and the Burbank Cultural Arts Commission (BCAC).

The APP Committee was established by an ordinance in 1992. This was in conjunction with establishing the APP Program, whereby developers are required to allocate 1% of major construction project costs toward on-site artwork, or pay a fee to the Public Art Fund in lieu of the obligation. The duties of the seven-member Committee are to hold as-needed public meetings to review proposed arts plans for all development projects and to provide the City Council with expenditure recommendations of the Public Art Fund. The recommendations: provide assistance for continuing maintenance on existing public art; support other proposed projects which might be under funded; encourage additional support for arts projects through the promotion of matching funds programs; and utilize funds to develop projects that provide a positive significant impact on the community. Detailed information on the history of the Committee, their 2014 accomplishments, as well as the Committee's 2015 goals are outlined in Exhibit A.

The BCAC was established in 2010. The purpose of the nine-member Commission is to act in an advisory capacity to the City Council on all matters related to the arts community; engage community participation; provide community support for advancing policy initiatives and programs; advise the City Council in maximizing and leveraging community resources efficiently; and advise the City Council in the review of proposals, programs, practices, and goals. Detailed information on the history of the BCAC, their 2014 accomplishments, as well as the BCAC's 2015 goals are outlined in Exhibit B.

The APP Committee and BCAC are both supported by the Parks and Recreation Department. The APP Program and Committee are directly supported by the Assistant Parks and Recreation Director and Administrative Analyst. Staff time spent on both the Program and Committee is contingent on the number of development projects. However, on average 8% of the P&R Assistant Director's time is dedicated to the APP Program and supporting the Committee on an annual basis. As the recording secretary, approximately 3% of the Administrative Analyst's time is dedicated to both the Program and Committee.

The BCAC is supported by the Deputy Director, Recreation Supervisor, Senior Recreation Leader and Executive Assistant. Currently, due to a vacant Recreation Services Manager Position, the Deputy Director is the liaison to the BCAC, the Recreation Supervisor and

Senior Recreation Leader provide support to subcommittees and the Executive Assistant is the recording secretary. On average 15% of the Deputy Director's time is dedicated to the BCAC and supporting its mission and goals. The Recreation Supervisor and Senior Recreation Leader dedicate approximately 5% of their time to the BCAC. As the recording secretary, approximately 3% of the Executive Assistant's time is dedicated to the Commission.

In 1992 and in 2010 when the respective City Councils established the APP Committee and the BCAC, existing staff absorbed the oversight and management of the two groups. Additional staffing resources were not funded to support programming, projects and/or goals associated with either group. The P&R Department has done its best to provide support to these City Council appointed groups to ensure they meet their goals as advisory bodies to the City Council.

The APP Committee and BCAC have a common appreciation for the arts, yet their focus and the reason they were established is very distinct. Consequently, they do not duplicate efforts or have overlapping goals. The APP Committee's focus is to ensure that all developers meet the requirements as set forth in the APP Ordinance; as such their focus is on permanent, durable public art. The BCAC's focus is to implement the Cultural Arts Master Plan and to be an advocate of all art disciplines. Unlike the APP Committee, BCAC was incorporated into the BMC.

The topic of merging the two groups has been discussed since 2012, when the BCAC was created. It is possible to have one group overseeing all arts related matters, however as currently structured, it would be extremely difficult for one of the existing groups to assume the other group's responsibilities. Staff has outlined some of the benefits and challenges with having one group oversee all arts related matters below.

### **Benefits**

- All arts related groups consolidated into one group.
- Maximize and leverage staffing resources.
- Combine efforts to identify needs and accomplish goals.
- Collaboration to expand public spaces with art.
- Leverage funding and sharing resources.
- Increase opportunities for collaboration and networking within the arts.

### **Challenges**

- Merger of two groups with two very distinct purposes.
- Based on current time commitments, a dedicated part-time staff at 0.5 FTE would be needed to support the group and the associated program components.
- Different missions – BCAC focus is on all art disciplines, while APP's focus is permanent public art.
- One group has limited funding and the other has restricted funding.
- In the past, the groups have worked very independent of each other.
- Potential conflicts of interests could arise with members if the group recommends funding to local partners.

Staff understands the City Council's desire to support the arts in the community which ultimately enriches the lives of all Burbank residents. Currently, the APP Committee and

the BCAC are meeting this goal. As part of this review, it is evident to staff that a more effective and efficient way to manage the arts within the P&R Department is to consider one dedicated staff person to oversee both groups, or one consolidated arts focused group. Ultimately, should a consolidation occur, both the APP Committee and the BCAC would need to be dissolved, and a new restructured group would need to be created to assume the new defined mission and focus.

### **EXHIBITS**

A – Art in Public Places Committee 2015 Goals

B – Burbank Cultural Arts Commission 2014 Accomplishments and 2015 Goals

## EXHIBIT A

### **Art in Public Places Committee**

The City's Art in Public Places (APP) Program was founded in 1992 on the belief that the visual environment plays an essential role in creating the atmosphere for an initiative culture and civic confidence, vital to growth and improvement. The program enhances public spaces throughout the City with sculpture, murals and other artwork, created by recognized artists. Many of the artwork has become emblematic to Burbank's commitment to the enrichment of the City's cultural and educational identity. The APP Program requires that developers allocate 1% of major construction project costs toward on-site artwork, or pay a fee to the Public Art Fund in lieu of the obligation.

The APP (Committee) was established in 1992. By action of the City Council, Ordinance II 3290 was added to the Burbank Municipal Code (BMC) establishing the APP Program and a five-member APP Committee. The initial composition of the Committee included: one representative from the Planning Board, one representative from the Parks and Recreation (P&R) Board, and three at-large members appointed by the City Council. However, in 2006 the Committee was expanded to seven members, and the number of at-large members was increased from three to five. Notably, the Committee meets as needed.

The purpose of the Committee is to review proposed art plans (installations), for private and public developments. Its powers are to ensure the proposed art installations are in compliance with the BMC, as it relates to the APP Program [BMC Section 10-1-1114, Subsections (d) (e)]. For example, the Committee has to determine if the proposed art: is an acceptable project; if the composition is durable and weather resistant; if the scale is proportional to the size of the development project and an integral part of the landscaping or architecture; and that at least 50% of the allocation is being applied on the exterior of the development project and in permanent view of both pedestrian and motorist. However, in no way does the Committee rule upon artistic content when considering art plans.

Moreover, in 1998 the City Council approved the Committee's recommendations for the establishment of policies, procedures and evaluation criteria, which govern the actions of the Committee regarding the Public Art Fund. As such, the Committee also provides assistance for continuing maintenance on existing public art; provides support to other proposed projects which might be under funded; encourages additional public support for arts projects through the promotion of matching funds programs; and utilizes funds to develop projects that provide a positive significant impact on the community.

The Assistant P&R Director oversees the APP program, which entails working with developers to explain the Ordinance, calculate a developer's art obligation, provide developers guidance with projects as necessary, and prepare their projects for presentation to the Committee. Additionally, the Assistant Director is the liaison to the Committee and provides direct support to the group. An Administrative Analyst I also supports the Committee as the recording secretary.

In 2014, the Committee focused their efforts and accomplished the following:

- Approved a recommendation to the City Council for the appropriation of \$50,000 from the Public Art Fund for functional art in public parks, with the caveat that the Committee approve all projects and begin with drinking fountains.
- Approved the replacement of a public artwork installation at 250 North First Street – AMC Walkway. Since the adoption of the APP Ordinance in 1992, this is the first time a developer has requested the removal and replacement of public artwork. Notably, the existing water feature was replaced with another water feature and a mural on the first floor of the garage was also approved as a second art installation. The Committee met twice on this matter.
- Discussed the sculpture garden at Lincoln Park and the value to the community. Therefore, the Committee made this a priority project and discussed ideas on how to move forward. Additionally, the Committee held a special meeting at Lincoln Park to tour the site and invited Vice-Mayor Frutos to introduce him to the project.
- Considered an initial proposal from a private developer to partner with the City to develop a public art project. The developer was provided feedback and asked to return with a more comprehensive plan.

The Committee's goals for 2015 include:

1. Present the City Council a revised proposal to develop a sculpture garden at Lincoln Park. If approved, the Committee would like to complete this project in 2015.
2. Establish guidelines for the alteration or relocation of existing public artwork.
3. Reviewing proposed art plans to ensure their compliance with the BMC ;
  - Expected development projects:
    - 1112 & 1118 West Burbank Boulevard – Office building
    - 549 South San Fernando Boulevard – Marriott Springhill Suites
    - 203 West Olive Avenue – Nickelodeon

**EXHIBIT B****Burbank Cultural Arts Commission**

The Burbank Cultural Arts Commission (BCAC) was established in 2010. By action of the City Council, Resolution No. 28,203 was created establishing the nine-member BCAC. The composition of the Commission includes: one member from the community business at-large who is engaged in the arts. Eight members have a background in the art disciplines, including but not limited to: arts education; APP Committee; dance; live theatre; film, studio and recording industry; media affiliated resources; music; and visual arts. In addition, the Commission has one representative from the City Council and the P&R Board to serve as a liaison (non-voting). The term of office is a four year term. The BCAC meets on the second Thursday of every month at various locations around the City. The BCAC annually has a strategic goal setting meeting.

The purpose of the commission is to act in an advisory capacity to the City Council in establishing policy on all matters related to the arts community; engage community participation; provide community support for advancing policy initiatives and programs; advise the City Council in maximizing and leveraging community resources efficiently; and advise the City Council in the review of proposals, programs, practices, and goals. The mission of the BCAC is to build and expand on Burbank's status as a regional (metropolitan) arts destination. By focusing, developing and amplifying the diverse and vibrant arts community, the work on the Commission enriches the lives of all Burbank residents.

Currently four full time staff provides support to the Commission. The Deputy Director is the liaison to the BCAC which entails providing direct support to the group such as; working with the commission on accomplishing their goals, creating monthly agendas, development and oversight of programs such as Art Convening's, Burbank Arts website, and Burbank Arts Beautification Program. Additionally, the P&R Executive Assistant supports the Commission as the recording secretary. A Recreation Supervisor provides support to BCAC subcommittees on Goal 4: Participate in Community Outreach. A Senior Recreation Leader attends monthly meetings, provides support to BCAC subcommittees on Goals 1 and 2, and manages Burbankarts.com website and Facebook account.

In 2014, the BCAC focused their efforts on seven goals and accomplished the following:

- Goal 1: Web App and Social Media  
City staff maintains oversight of updates to [www.burbankarts.com](http://www.burbankarts.com) and the Burbank Arts Facebook page. Commission is evaluating ways to make the website more mobile-friendly.
- Goal 2: Paint Electrical Boxes  
Since September 2013, staff and the BCAC have been working on the development of a pilot utility box art program within the City. Eight BWP padmounted electrical equipment boxes within the City were identified for the "Burbank Arts Beautification Program." The subcommittee established guidelines, timeline process and budget for the electrical box project. The Burbank Arts Beautification Program will be presented to City Council for approval. If approved the proposed timeline for this project would be spring 2015.

- **Goal 3: Make Measurable Progress at Starlight Bowl**  
BCAC provided input on Lehrer Architects' proposal for the renovations at the Starlight Bowl. Their suggestions included: sustainability, community engagement and ideas for generating revenue (such as film nights, sing-a-longs, studio rentals, lecture series, and sale of pavers or tiles in the venue).
- **Goal 4: Participate in Community Outreach**  
The BCAC participated in Downtown Burbank Fine Arts Festival in spring 2014, and attended a few Chamber of Commerce Mixers. The BCAC has also held monthly meetings at various locations: Woodbury University, Colony Theatre, Cartoon Network, Creative Arts Center, Grove Theatre, Burbank Central Library, and the Bob Hope Airport. At some of meeting locations speakers were scheduled to provide an overview of the facility.
- **Goal 5: Clearly Define Mission/Identity**  
The BCAC successfully re-structured its mission and goals over the last year to become a more effective community organization. The commission functions as a collaborative team with sub-committees organized around key initiatives.
- **Goal 6: Collaborate and Support Burbank Arts Organizations and Artists through Convening**  
Burbank artists and arts organizations, including non-profit, for profit, and education organizations, were invited to meet with the BCAC on December 11, 2013. Approximately 40 people attended and engaged in discussions regarding the role of the BCAC and areas of need they would like to see addressed by the Commission and the City of Burbank. The discussion topics included: funding, City partnerships/resources, growth and outreach, and organizational management. A subcommittee of the BCAC hosted a Social Media workshop on October 2, 2014 for Burbank artists and arts organizations. The subcommittee will be planning future workshops on grants and funding. The BCAC also co-sponsored a special workshop for Board Development for Glendale and Burbank Nonprofits presented by Valley Nonprofit Resources on September 11, 2014.
- **Goal 7: Obtain Funding For Commission Priorities**  
The BCAC sub-committee continues to work on ideas for funding.

The BCAC's goals for 2015 include:

- Goal 1: Communication – For example: website, weekly e-mail blasts, and social media.
- Goal 2: Burbank Arts Beautification – For example: electrical boxes and murals in parking lots.
- Goal 3: Community Outreach- For example: recruitment /volunteers, and relationship-building.
- Goal 4: Support Artists and Art Organizations – For example: showcases for artists and arts convenings.
- Goal 5: Commission Administration & Development – For example: funding/grants and non-profit status.



# memorandum

**DATE:** March 5, 2015

**TO:** Mark Scott, City Manager

**FROM:** Joy R. Forbes, Community Development Director   
By: Tom Sloan, Assistant Community Development Director

**SUBJECT: Electronic Cigarettes**

Staff has been following two bills, currently active in the State Senate, establishing requirements and restrictions on electronic cigarettes- Senate Bill (SB 24), STAKE Act: electronic cigarettes and SB 140: Electronic Cigarettes.

SB 24, STAKE Act: electronic cigarettes

Introduced on December 1, 2014 by Senator Hill, the legislation was referred to the Committee on Health, with a scheduled hearing date of March 25, 2015. The STAKE Act (Stop Tobacco Access to Kids Enforcement Act) requires that retailers apply for a license to sell electronic cigarettes and extends STAKE Act restrictions to the sales of electronic cigarettes to minors, in addition to tobacco.

SB 140, Electronic Cigarettes

Introduced on January 26, 2015 by Senator Leno, the bill was also referred to the Committee on Health, with a hearing date of March 25, 2015. The bill also expands the STAKE Act definition of tobacco products to include electronic cigarettes. Any retail business that primarily sells tobacco products (including electronic cigarettes), or generates more than 60 percent of its gross revenue from the sale of those products, would be classified as a Tobacco Store.

The legislation maintains all the existing restrictions on tobacco use and location and applies them to use of electronic cigarettes. Landlords of residential units continue to have the option to prohibit use of tobacco products in their building or units. Limitations on use of electronic cigarettes also extend to all areas, listed in the Health and Safety Code, which currently limit or restrict the use of tobacco, such as public buildings, within 20 feet of an entrance, exit or window, in clinics, day care facilities, near playgrounds, food preparation areas, passenger vehicles, and in all enclosed places of employment as defined in the Labor Code.

Staff recommends monitoring the progress of the State legislation prior to developing options for the inclusion of electronic cigarettes into the Secondhand Smoke Control Ordinance in the Burbank Municipal Code. Staff anticipates the Senate's final vote to take place in Fall 2015. If the Senate adopts this legislation, all the City will need to do to include electronic cigarettes into the ordinance is revise the definition of tobacco products.



Burbank Water and Power  
03/02/15 10:46

MEMORANDUM

DATE: February 26, 2015

TO: Mark Scott, City Manager

FROM: Ron Davis, General Manager, BWP

SUBJECT: Follow-up Item from January 27, 2015 City Council Meeting

At the January 27, 2015 City Council meeting, BWP staff made a presentation on Burbank's Energy Future and discussed the findings of recent community meetings on the subject. The Council asked that staff specifically share this information and seek input from Burbank's senior community.

To accomplish this, staff has scheduled a presentation before the Senior Citizen Advisory Board on ~~Wednesday, March 25~~. At the meeting staff will share information on the costs, issues, and consequences associated with reliance on traditional energy sources versus renewable energy sources. The meeting will be held at the Joslyn Center and open to the public.

MONDAY, MAY 18.





# memorandum

**DATE:** March 10, 2015

**TO:** Mark Scott, City Manager

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

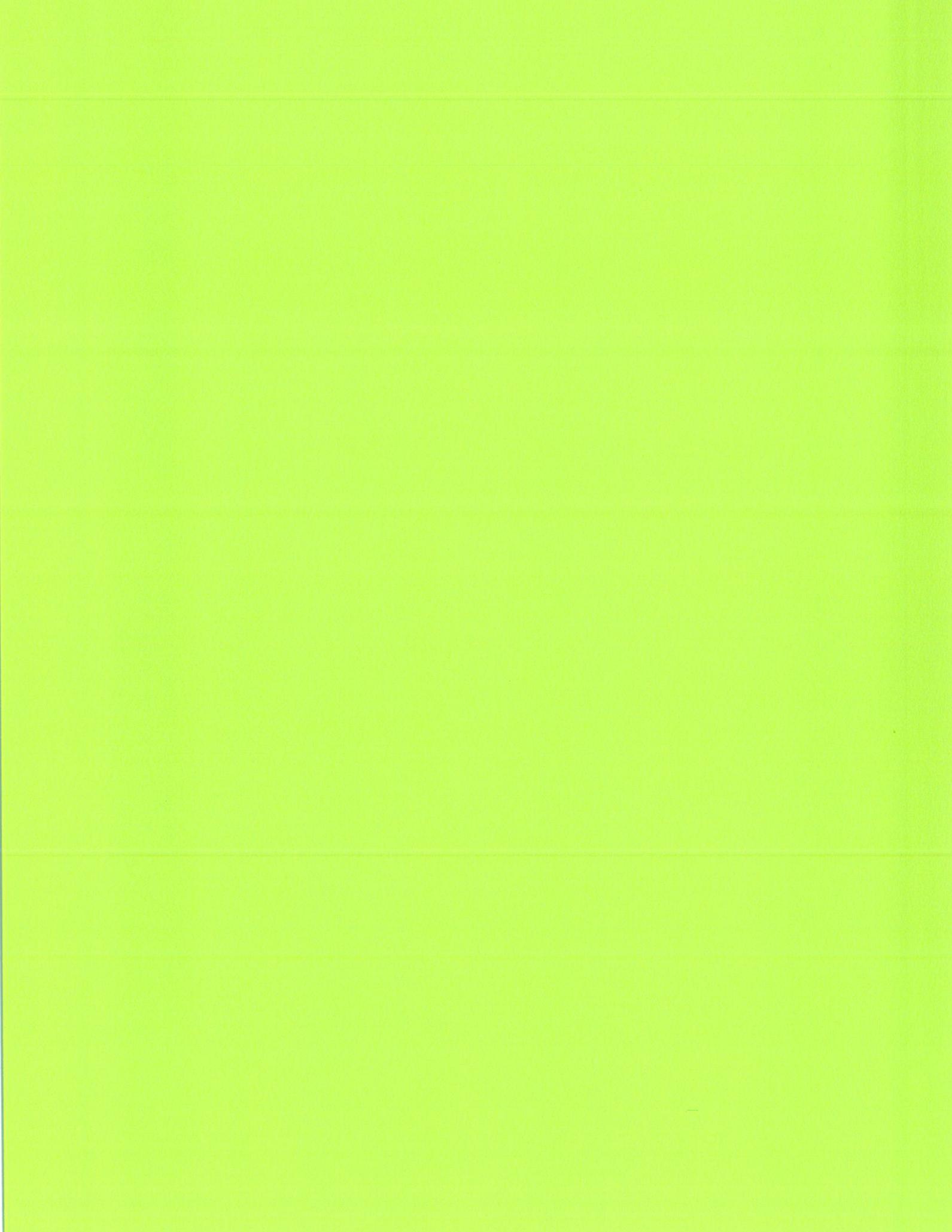
*JRF*  
*by RDG*

**SUBJECT: San Fernando Valley Council of Governments Transportation Subcommittee – March 5, 2015**

- The San Fernando Valley Council of Governments held a Transportation Subcommittee Meeting on March 5, 2015 at Metro. The subcommittee is chaired by Councilmember Talamantes.
- The main purpose of the meeting was to hear a presentation from Metro and its consultant on the results of the Mobility Matrix project, which is a project to identify needed transportation projects in the San Fernando Valley that could be funded by a new transportation sales tax that is being proposed for the 2016 ballot.
- Metro staff and its consultant reviewed the matrix, including all of the projects identified in the study, their rankings across a set of transportation performance measures, and their order-of-magnitude costs. The projects were separated by travel mode (highway, transit, bicycle, state of good repair, etc.) and also by jurisdiction.
- The Mobility Matrix includes large regional projects that serve Burbank such as a proposed extension of the Orange Line busway through Burbank, improvements to the I-5 / SR-134 interchange, and expanded bus service funding for Metro and local bus operators. It also includes Burbank-specific projects such as funding for intersection improvements identified in Burbank2035 as well as funding for local bicycle and pedestrian facilities.
- Questions from the subcommittee included adding funding for ADA sidewalk repair near bus stops, a project to address a lane reduction on the recently completed 405 widening, comments on growth projections used for the west valley near Warner Center, adding projects in LA City to support that city's "Great Streets" initiative, and adding a project to provide more transit capital and operations funding to the Tier II transit operators of BurbankBus, Glendale Beeline, Pasadena Arts, and LA Dash.
- During the discussion, the question of whether or not Burbank, Glendale, and

Santa Clarita should be included in the San Fernando Valley COG for planning and funding purposes with the new sales tax proposal, or whether Burbank and Glendale should remain within the Arroyo Verdugo Cities subregion and Santa Clarita within the North County subregion.

- It was discussed that the next step would be for the full SFVCOG Board of Directors to approve the Mobility Matrix. After the matrix is approved, the COG would then work with each member city to prioritize projects that the COG wishes to endorse for the future sales tax. This prioritization is needed because available funding from the sales tax does not cover the total project costs identified in the Mobility Matrix.





# memorandum

**DATE:** March 10, 2015

**TO:** Mark Scott, City Manager

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

A handwritten signature in blue ink, appearing to read 'JK BY RFG'.

**SUBJECT: California High Speed Rail Community Working Group Meeting –  
March 4, 2015**

- The California High Speed Rail Authority held a community working group meeting at the Buena Vista Library. The meeting was by invitation of the High Speed Rail Authority and was attended by approximately 25 people. Invitees included representatives from the Burbank Association of Realtors, Burbank Transportation Management Organization, Burbank Charity League, Burbank Bob Hope Airport, the Burbank Transportation Commission, rail transportation advocacy groups, and resident groups from the Sylmar neighborhood of Los Angeles.
- High Speed Rail staff gave a brief overview of the project, the proposed alignments between Palmdale and Burbank, and an updated schedule which includes completion of a revised alternatives analysis report in the spring and a Draft Environmental Impact Report in 18-24 months. The Authority then took questions, concerns, and feedback from those in attendance.
- Comments about the project included concern over right-of-way width requirements, construction impacts, the need to integrate High Speed Rail with local and regional transit systems, concern over the Burbank station operating as an interim terminus, environmental justice concerns over dividing low income neighborhoods in the Sylmar and San Fernando areas, and concerns over the right-to-enter letters that were sent to several property owners. The High Speed Rail Authority clarified the intent of the letters and indicated that revised letters were being mailed to property owners to better explain the intent of the permit to enter process.
- The High Speed Rail Authority expects to hold additional community meetings in the spring to present the results of their more detailed alignment studies between Palmdale and Burbank.



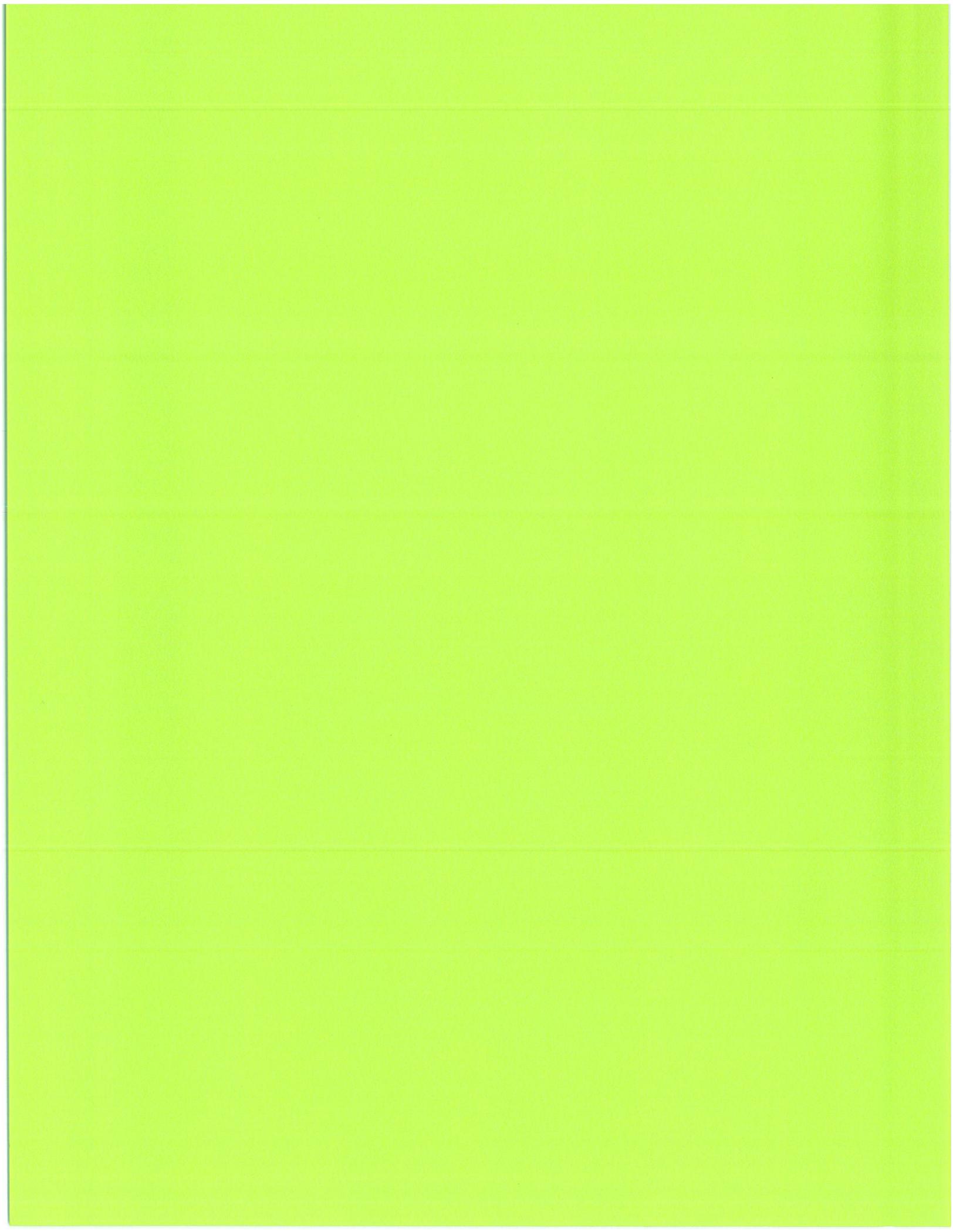


# memorandum

**DATE:** March 10, 2015  
**TO:** Mark Scott, City Manager  
**FROM:** Joy R. Forbes, Community Development Director *JRF*  
**SUBJECT:** Oversight Board Meeting – February 26, 2015

The Oversight Board to the Successor Agency met on February 26, 2015. The Board approved the Recognized Obligations Payment Schedule (ROPS) 15-16A, which confirms the payments to be made during the period of July through December 2015.

The Oversight Board resolution approving the ROPS 14-15A was forwarded to the State Department of Finance for final determination.





# memorandum

**DATE:** March 10, 2015

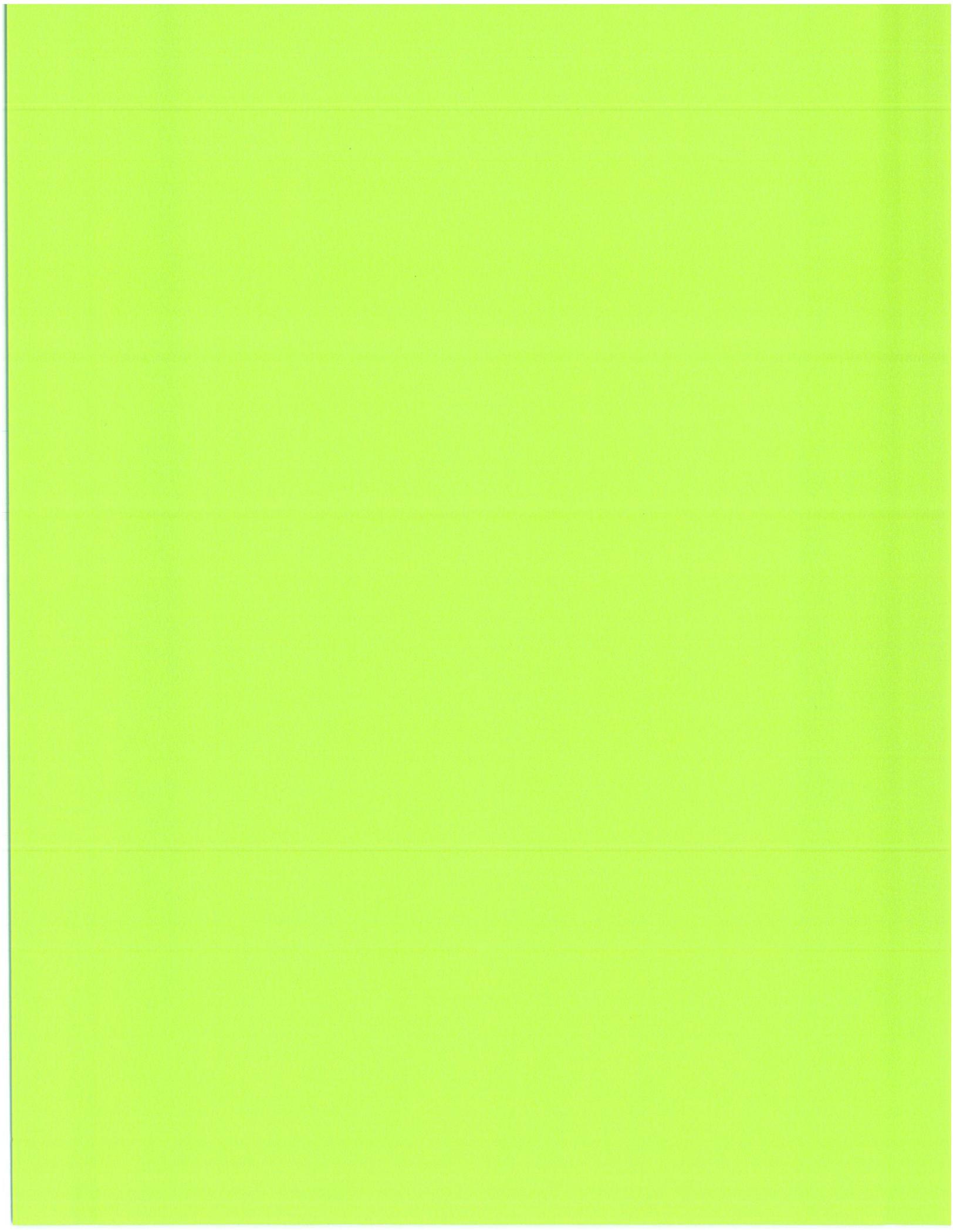
**TO:** Mark Scott, City Manager

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

**SUBJECT:** **Downtown Burbank Partnership Meeting - February 5, 2015**

- Staff informed the Board that they will be attending the California Downtown Association's Urban District Forum in Santa Monica on March 10<sup>th</sup> and 11<sup>th</sup>.
- Wood Ranch BBQ & Grill signed a lease for the former Elephant Bar space at 110 N. First Street. An opening date has not yet been set.
- A representative from the Burbank Historical Society discussed the opportunity of partnering with Downtown Burbank businesses to offer discounts for their Century Club Members.
- The Burbank International Film Festival (BIFF) requested a sponsorship of \$20,000. The BIFF is expected to attract over 3,500 attendees from September 9-13, 2015. The Board requested additional information regarding the value of the \$20,000 sponsorship and will review and vote on the information at the next meeting.
- Flappers Comedy Club requested a \$10,000 sponsorship for the Burbank Comedy Festival. The festival is expected to grow to 2,500 attendees in 2015 and will take place August 16-22, 2015. Headliners include Adam Corolla, Tom Green and Kel Mitchel. The Board will make a formal decision at the next meeting.
- Staff presented the 2015 Operating Budget for approval. The budget was unanimously approved and will be in effect through December 31, 2015.
- A contract for Robin Faulk Marketing was reviewed for approval. The contract included an overview of 2014 accomplishments and a proposed list of 2015 services. The contract was approved and will be in effect through December 2015.

12 MAR 11 10:33 AM  
CITY OF BURBANK  
COMMUNITY DEVELOPMENT DEPARTMENT



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

**Meeting: Burbank Athletic Federation**      **Date: March 10, 2015**

**Members Present: Steven Beardsley, Dennis Roy, Ron Sabatine, Karen Sartoris, Char Tabet**

**Members Absent: John Dilibert, Craig Hunter**

**Staff Present: Erin Barrows, Rena Ghamelian**

**Liaisons Present: Mickey DePalo**

Item Discussed	Summary	Direction or Action, if any
1 Approval of Minutes- February 3, 2015	Mr. Beardsley pointed out a correction on Page 2 of the minutes under Capital Improvements - Valley Ballfield bullet point ii needs asphalt stricken and replaced with cement.	Approved as revised 3-2 2 Abstain (Ms. Sartoris and Mr. Sabatine)
2 Financial Statement	Ms. Barrows reviewed and discussed the various capital projects with the Board.	N/A
3 Announcements	Ms. Barrows shared with the Board the flyer and application for the 2015 Walk of Fame. The applications are available online and at the Sport Office. The deadline to nominate a candidate for the Walk of Fame is May 22, 2015 5:00 p.m. Staff will do their due diligence in spreading the word about nominations.	N/A
4 Oral Communication	N/A	
5 Written Communication	N/A	
6 Unfinished Business	1. Capital improvements: A. Valley- Fencing i. Extension of fencing: Ms. Barrows shared with the Board that she met with Pilgrim Fence and the quote for fence extension at Valley Park would be a total of \$8,917.72. This will entail a 7 feet fence extended from the 1 <sup>st</sup> base side and 3 <sup>rd</sup> base to the outfield	Motion made by Mr. Sabatine and seconded by Ms. Sartoris to approve \$9,000.00 for the fencing project at Valley Park. Motion 5-0

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

	<p>ii. with a total of 100 feet on each side. Asphalt: Ms. Barrows informed the Board that she met with Parks Manager Glen Williams and received a rough estimate of the cost to remove the asphalt and put in concrete. The cost of changing the asphalt to concrete would be around \$12.00 per sq ft. with a total of 2000 sq ft.</p> <p>B. Sports Office Reconfiguration Ms. Barrows informed the Board that she requested some revisions from Unisource to reduce the cost of the office reconfigurations which will entail cubicle changes, creating a conference room, and making the front counter ADA compliant. With just the requested items the quote is roughly \$34,000.</p> <p>C. Floor Scrubber Ms. Barrows shared the positive effect of the floor scrubber at Olive Recreation Center and suggested purchasing one for McCambridge Recreation Center. The quote received is \$13,322.00.</p> <p>D. Laser Level Ms. Barrows shared with the Board the prospect of helping purchase a laser level for the Departments Landscape crew. This would be used for various baseball/softball fields in Burbank. Ms. Barrows shared the quote for a John Deere tractor with a laser level is \$53,000.</p>	<p>Motion made by Mr. Sabatine and seconded by Mr. Roy to allocate \$12,500 for the removing and replacing of asphalt to concrete from bleacher to bleacher but not to include under the bleachers. Motion 5-0</p> <p>Motion made by Ms. Sartoris and seconded by Mr. Roy to allocate \$35,000 for the Sports Office reconfiguration. Motion 5-0</p> <p>Tabled for next year.</p> <p>Motion made by Mr. Sabatine and seconded by Ms. Sartoris to allocate \$20,000 to assist with purchasing the laser level for the Landscape crew. Motion 5-0</p>
New Business	N/A	
Additional Agenda Items	No Soft toss signage: Ms. Barrows informed the Board that the department has a Sign Committee and they will discuss the need of installing	N/A

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

	<p>the No Soft Toss Signage at the various fields.</p> <p>Lighting Project: Ms. Barrows shared with the Board the potential cost of installing the lighting at Burbank High Auxiliary field. Ms. Barrows shared that the field in question is not one that our programs use and may not be necessary for the Board to help fund the project.</p> <p>Brace Ballfield #1: Ms. Barrows informed the Board that she met with Parks Manager Glen Williams and received prices to install grass infield on Brace #1. The cost would be around \$60-75,000 and maintenance of \$25,000 per year for upkeep of the field. Ms. Barrows shared that Brace #1 does need a grass infield for our baseball program. This would also reduce the number of Flag football fields at Brace Park which will be an issue during Flag Football season.</p>	N/A
	<p>Ms. Barrows reviewed and discussed the monthly staff report.</p>	N/A
Staff Report	<p>April Meeting</p>	Motion made by Mr. Sabatine and seconded by Mr. Roy to move the April 7 <sup>th</sup> meeting to April 14 <sup>th</sup> so Ms. Barrows may be present. Motion 5-0
Adjournment	<p>Meeting Adjourned at 7:31 p.m.</p>	



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

**Meeting:** *Art in Public Places*

**Date:** *3-11-15*

**Members Present:** Karen Bradfield, Robert Brody, Gordon Haines, Carole Kubasak, and Dink O'Neal

**Members Absent:** Kimberly Jo, Terre Hirsch

**Staff Present:** Marisa Garcia, Paula Ohan

**Council/Board Liaisons Present:** *None*

Item Discussed	Summary	Direction or Action, if any
1 549 SOUTH SAN FERNANDO – BURBANK SPRINGHILL SUITES BY MARRIOTT HOTEL	ARTIST NAME: MICHAEL HAYDEN LOCATION: 549 SOUTH SAN FERNANDO DESCRIPTION: LED LIGHTS AND PROGRAMMATIC ELEMENT HOLOGRAPHIC BACKGROUND ART OBLIGATION: \$176,000 INSTALLATION DATE: APRIL 6-24, 2015	5-0 TO APPROVE THE ARTWORK AS PROPOSED.
2 SCULPTURE GARDEN	MEMBERS CONTINUED TO DISCUSS THEIR VISION OF THE SCULPTURE GARDEN AT LINCOLN PARK. MS. BRADFIELD SHARED A FIRST DRAFT OF AN RFQ FOR MEMBERS TO REVIEW AND PROVIDE FEEDBACK.	MEMBERS PROVIDED FEEDBACK ON THE DRAFT DOCUMENT, AND REQUESTED THAT STAFF SET A DATE ON THE CITY COUNCIL AGENDA IN JULY/AUGUST TO REPORT ON THE SCULPTURE GARDEN PROJECT.