Weekly Management Report
February 19, 2016

1. **Synopsis** - Burbank Hospitality Association Meeting of February 11, 2016 - Community Development Department

2. **Synopsis** - Parks and Recreation Board Meeting of February 11, 2016 - Parks and Recreation Department

3. **Synopsis** - Art in Public Places Meeting of January 27, 2016 - Parks and Recreation Department

4. **Synopsis** - Art in Public Places Meeting of February 17, 2016 - Parks and Recreation Department

city of burbank
community development department

memorandum

DATE: February 16, 2016

TO: Ron Davis, Interim City Manager

FROM: Patrick Prescott, Interim Community Development Director
Via: Ruth Davidson-Guerra, Assistant Community Development Director
By: Mary Hamzoian, Economic Development Manager

SUBJECT: Burbank Hospitality Association Meeting – February 11, 2016

- Flappers Comedy Club presented sponsorship opportunities for the 2016 Burbank Comedy Festival scheduled for August 14-20, 2016. With a $10,000 sponsorship investment from the Burbank Hospitality Association (TBID), the 2015 festival was able to increase their marketing and event promotions, which helped increase attendance by 25 percent. For 2016, the Board approved a $20,000 sponsorship for a targeted digital marketing and social media campaign to attract overnight visitors.

- Staff presented a budget spreadsheet highlighting expenses paid for the 2015 calendar year as well as the remaining contractual obligations through September 2016. The TBID currently operates on an October 1st to September 30th fiscal year. An updated budget will be presented to the Board before the TBID is renewed, which will cover a new fiscal year from July 1st to June 30th.

- Utopia Entertainment presented an event strategy proposal geared towards enhancing the Burbank International Film Festival (BIFF). The strategy includes a three-year schedule with increases to festival activities, movie screenings, studio involvement, and an awards ceremony. The Board will take a more detailed look at these suggestions when considering sponsorship opportunities for the 2016 BIFF during the March meeting.

- Staff presented a budget and schedule for travel and trade shows that were previously approved by the Travel and Trade Show Sub-Committee. The Board approved the travel and trade show budget and schedule while also recommending that staff partner with the WB Studio Tours Hollywood to maximize trade show exposure and engagement where possible.

CITY OF BURBANK

PARKS AND RECREATION
ANNOTATED AGENDA/MEETING SUMMARY

Meeting: Parks and Recreation Board Date: Thursday, February 11, 2016

Staff Present: Judie Wilke, Parks and Recreation Director; Marisa Garcia, Assistant Parks and Recreation Director; Kristen Smith, Deputy Director; Krista Dietrich, Administrative Officer; Kristen Compean, Administrative Analyst I; and Iliana Tauvaga, Work Trainee.

Board Members Present: Mr. DePalo, Dr. Barta, Mr. Gussow, Ms. Jackson and Ms. Lowers

Board Members Absent:

Council/Board Liaisons Present: None

Item Discussed		Summary	Direction or Action, if any
1	Announcements	Kris Smith made the following announcements: • Registration for spring recreation classes begins Monday, March 7 at 9:00 a.m. for residents. Nonresident registration will begin on Monday, March 14 at 9:00 a.m. • Registration for spring break drop-in activities for children ages 3 to 5 years will begin Monday, February 22 at 9:00 a.m. The cost is $15 per day for Monday, March 21, Wednesday, March 23, and Friday, March 25. • The Creative Arts Center is featuring local artist Bill Czappa, "A restrospective - the first 50 years". The exhibit runs until Friday February 25. • The community is invited to the Burbank Youth Board Fundraiser at Barnes and Noble on Saturday, February 13 from 11:00 a.m. to 1:00 p.m. A percentage of all book purchased during this event will benefit the Youth Board. • The Valentine's Middle School party will be held on Saturday, February 13 and is $5 per person. Scooter Mania is taking place on Saturday, February 27 from 5:00 to 9:00 p.m. at Burbank Valley Skate Park, the event is free. • The Sports Office has introduced two new drop-in activities: Dodge Ball and Pickle Ball. Dodge Ball occurs every Friday from 6:30 to 9:30 p.m. at the Verdugo Recreation Center, and Pickle Ball is on Monday and Friday from 9:00 a.m. to noon at the Olive Recreation Center.	N/A

2	Presentations	The Board recognized the Youth Track and Field SCMAF Champions.	N/A
3	Oral Communications	None	N/A
4	Response To Oral Communications	None	N/A
5	Written Communications	None	N/A
6	Park Board Comments	Mr. De Palo commented that the Senior Board should be commended for doing a great job Ms. Jackson reported that the Art In Public Places Committee has released a Request For Proposal (RFP) for artists to submit a bid for the design of the Sculpture Garden at Abraham Lincoln Park. RFP's must be submitted by March 31, 2016. Additionally Ms. Jackson attended the Youth Board Meeting and was impressed by the participation of the students. She encourages these students to remain engaged in the civic process.	N/A
7	Capital Improvement Projects Tour	Ms. Marisa Garcia reported that annually the staff conducts a tour of completed projects and facilities that require improvements. Ms. Garcia provided the Board with potential dates to conduct the tour. Board Members discussed and raised questions.	The Board selected Thursday, April 28, 2016 from 3:00 to 5:00 p.m. to conduct the tour. Staff will identify potential projects and facilities to be included on the tour.
8	LA County Needs Assessment Workshop Outcomes	Ms. Garcia introduced Ms. Kristen Compean to provide the Board with a report on the Los Angeles County (County) Parks Needs Assessment (Assessment) workshop outcomes. Ms. Compean shared that in partnership with the County, the City has been actively participating in the data collection of the condition of parks, facilities, and amenities. This information was used to create a toolkit for the purpose of conducting a community workshop. Additionally, the County provided a $2,500 stipend to the City to offset the costs associated with conducting a workshop. The stipend supported marketing efforts and staff time.	Report noted and filed.

		On Wednesday, January 13, 2016 from 6:30 to 8:30 p.m. the City conducted a community workshop with 25 attendees. Attendees were presented with an initial list of 15 priority projects and also contributed additional projects to add to the list. At the conclusion of the workshop attendees voted on the projects they considered a priority. The top ten results were presented before the Board. Board Members discussed and raised questions.	
9	Fiscal Year 2016-2017 Budget Priorities	Ms. Garcia introduced Krista Dietrich to provide the Board with a report on the Fiscal Year 2016-2017 Budget Priorities. Ms. Dietrich discussed New/Upgraded Position Requests; Material, Supplies and Services (MS&S) Requests; Proposed Fee Schedule Changes; and Future Deadlines. Per the Board's request, staff will return with overall Aquatic Program costs at a future meeting. The Department is considering submitting a Discussion Paper on the Roller Hockey Rink. Ms. Garcia commented that staff has been working with the operator to explore options for expanding or relocating the existing rink. Board Member Ms. Jackson proposed staff include an option for City Council to forgive the interest only or a portion of the loans within the Golf Fund Discussion Paper. Board Members discussed and raised questions.	Report noted and filed.
10	Consent Calendar	<u>Approval of Minutes</u> Minutes of the January 14, 2015 minutes were approved. <u>City Council Agenda Items Update</u> Noted and Filed. <u>Contract Compliance</u> Noted and Filed. <u>Park Patrol Reports</u> Noted and Filed.	5-0 Board approved the following items listed on the consent calendar: Approval of Minutes; City Council Agenda Items Update; Contract Compliance; and Park Patrol Report.

11	Items Pulled From Consent Calendar For Discussion	Departmental Operations Update Board Members requested an update on a Memorandum received regarding the financial state of the Colony Theater. The two remaining productions of the season have been cancelled and until further will not be producing its own show. Staff is conversation with the Theater on how to move forward knowing the current situation. Noted and Filed.	The Board requested that this item be placed on the agenda for the April Board meeting.
12	Tabled Items	None	N/A
13	Second Period of Oral Communications	None	N/A
14	Additional Comments from the Board	None	N/A
15	Introductions of New Agenda Items	None	N/A
16	Adjournment	The meeting was adjourned at 7:46 p.m.	N/A

CITY OF BURBANK

PARKS AND RECREATION

ANNOTATED AGENDA/MEETING SUMMARY

Meeting: ***Art in Public Places*** **Date:** ***1-27-16***

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

Members Absent: **None**

Staff Present: **Marisa Garcia, Krista Dietrich, and Paula Ohan**

Council/Board Liaisons Present: ***Carolyn Jackson – Parks and Rec Board Liaison***

Kimberly Jo – Planning Liaison

Item Discussed		Summary	Direction or Action, if any
1	ART IN PUBLIC PLACES FINANCIAL UPDATE	Marisa Garcia provided the Committee with a financial update on the Public Art Fund.	NONE
2	PUBLIC ART GARDEN REQUEST FOR PROPOSAL (RFP)	Committee members and staff reviewed and finalized the Lincoln Park Public Art Garden RFP to be sent out.	7-0 Committee approved the RFP as discussed and be sent out.
3	ART IN PUBLIC PLACES ORDINANCE	This item was tabled for the next scheduled meeting.	NONE

CITY OF BURBANK

PARKS AND RECREATION

ANNOTATED AGENDA/MEETING SUMMARY

Meeting: *Art in Public Places* **Date:** *2-17-16*

Members Present: Karen Bradfield, Gordon Haines, Kimberly Jo, Carole Kubasak and Dink O'Neal

Members Absent: Robert Brody, Carolyn Jackson

Staff Present: Judie Wilke, Marisa Garcia, Krista Dietrich, and Paula Ohan

Council/Board Liaisons Present: *Kimberly Jo – Planning Liaison*

Item Discussed		Summary	Direction or Action, if any
1	805 SOUTH SAN FERNANDO - IKEA	The development at 805 South San Fernando has an art obligation of $360,000. The developer and artist presented a proposal for a $247,021 art installation to the Committee. The developer plans to submit a second proposal for the balance of the obligation. Members extensively discussed the proposed art installation citing the scale, originality of art piece and the artist's education/training, and records/collection (1B, 1D, 2A, and 2B) of the APP Committee Review Checklist.	3-2 Committee denied proposed art project.
2	1112-1118 WEST BURBANK BLVD – OFFICE BUILDING	The development at 1112-1118 West Burbank Boulevard has an art obligation of $21, 000. The developer and artist presented the proposal for the art installation to the Committee.	5-0 Committee approved proposed art project.