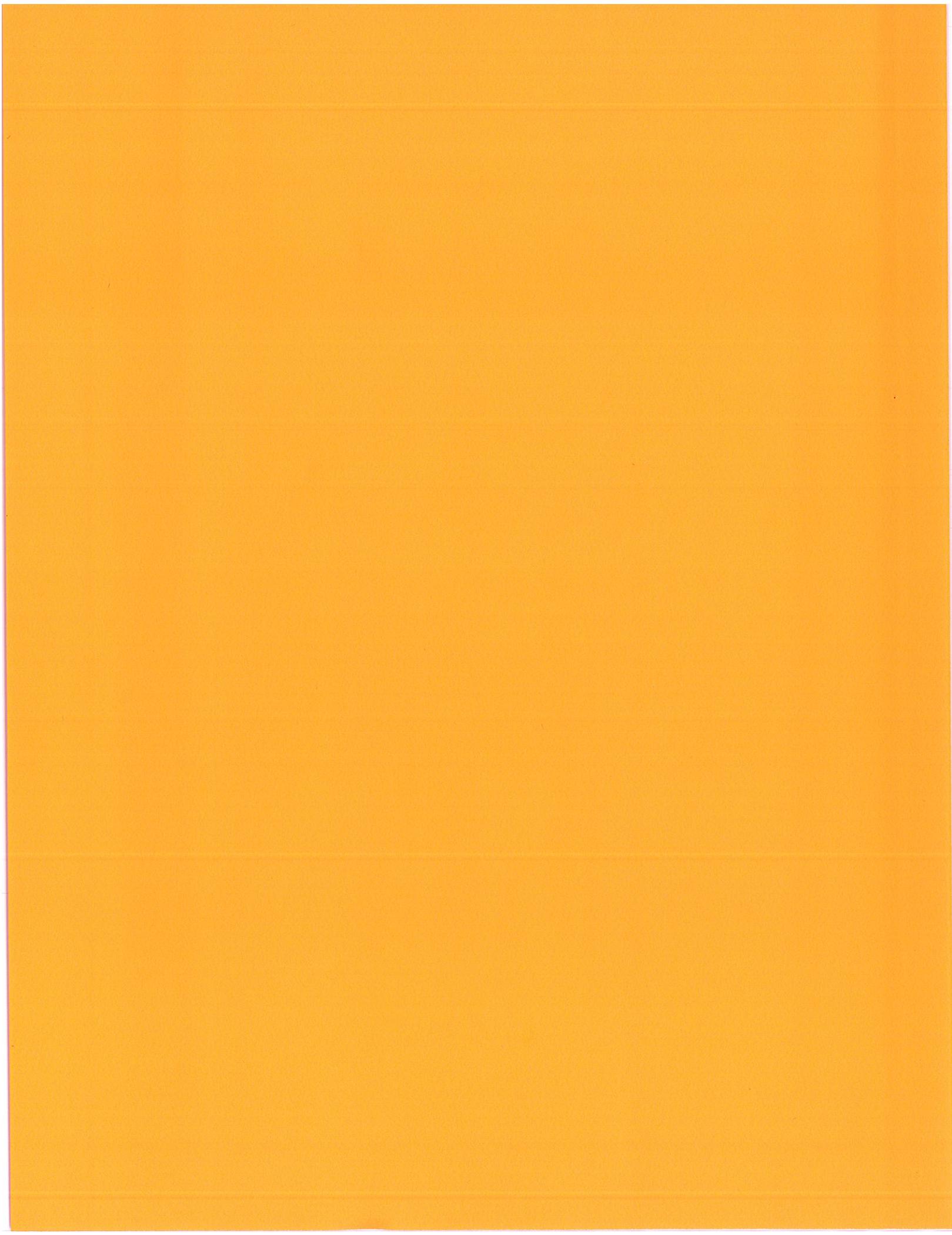


Weekly Management Report October 21, 2016

1. **Memo** McCambridge Park War Memorial Project
Parks and Recreation Department
2. **Synopsis** Transportation Commission Meeting of September 19, 2016
Community Development Department
3. **Minutes** Burbank Police Commission Meeting of September 21, 2016
Burbank Police Department
4. **Synopsis** Burbank Hospitality Association (BHA) Special Meeting of
October 5, 2016
Community Development Department
5. **Synopsis** Downtown Burbank Partnership (P-BID) Meeting of October 6, 2016
Community Development Department
6. **Synopsis** Burbank Hospitality Association (BHA) Meeting of October 12, 2016
Community Development Department
7. **Synopsis** Sustainable Burbank Commission Meeting of October 17, 2016
Public Works Department



Date: October 14, 2016

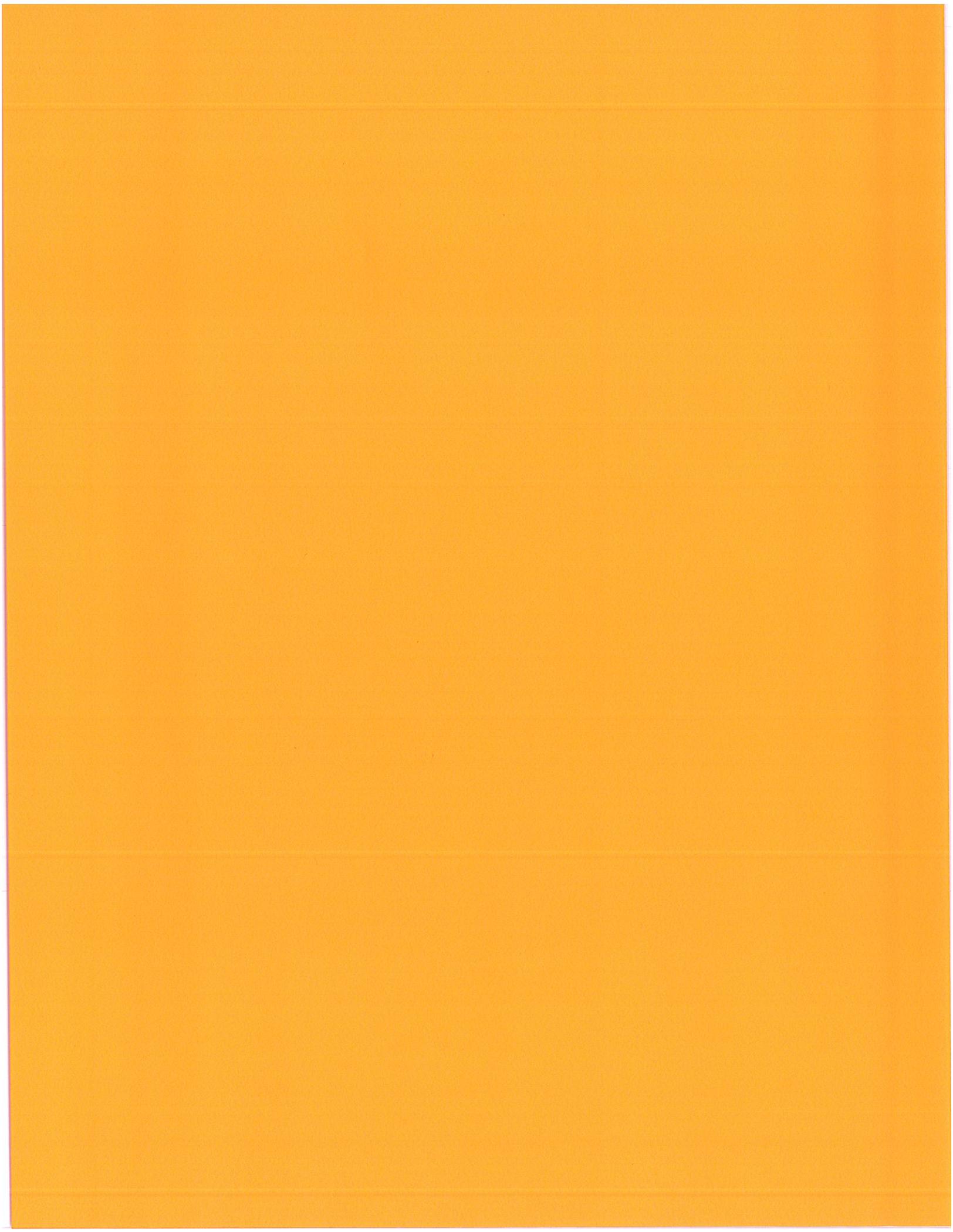
To: Ron Davis, City Manager

From: Judie Wilke, Parks and Recreation Director *Judie Wilke*

Subject: **McCambridge Park War Memorial Project- Tracking List #1921**

This memo is in follow up to questions raised by City Council Members (Council) at the September 20th City Council meeting regarding the McCambridge Park War Memorial Project (Project). Mayor Talamantes suggested adding a sponsorship paver program to assist with maintenance costs and a California Flag to be included in the design as part of the Project. Additionally, Vice Mayor Rogers remarked that first responders were not represented in the existing and future memorials.

Parks and Recreation (P&R) staff met with the Burbank Veterans Committee on September 27th and discussed the Council's suggestions. The Burbank Veterans Committee (Committee) supported the addition of the California Flag into the proposed designs unanimously. P&R staff followed up with JMD Landscape Architecture to include the California Flag in the project scope. The Committee was also unanimous about not including a sponsorship paver program for residents that have had a loved one that served in the military but did not lose their lives while on active duty and during a time of war. The Committee strongly feels that a paver program takes away from the purpose of remembering those who gave their lives for our freedom. They also feel it takes away from the design of the memorials. In the future, a program could be developed that residents could donate in memory of a loved one and the Committee could call attention to the donation during one of the annual ceremonies held at McCambridge Park. The Committee will continue to seek donations from the community to support ongoing maintenance of the memorials and Veterans events. Additionally, the Committee was not in favor of adding first responders to the memorials. They remain steadfast those memorials are sacred and strictly for military personnel who died in the line of duty.



memorandum

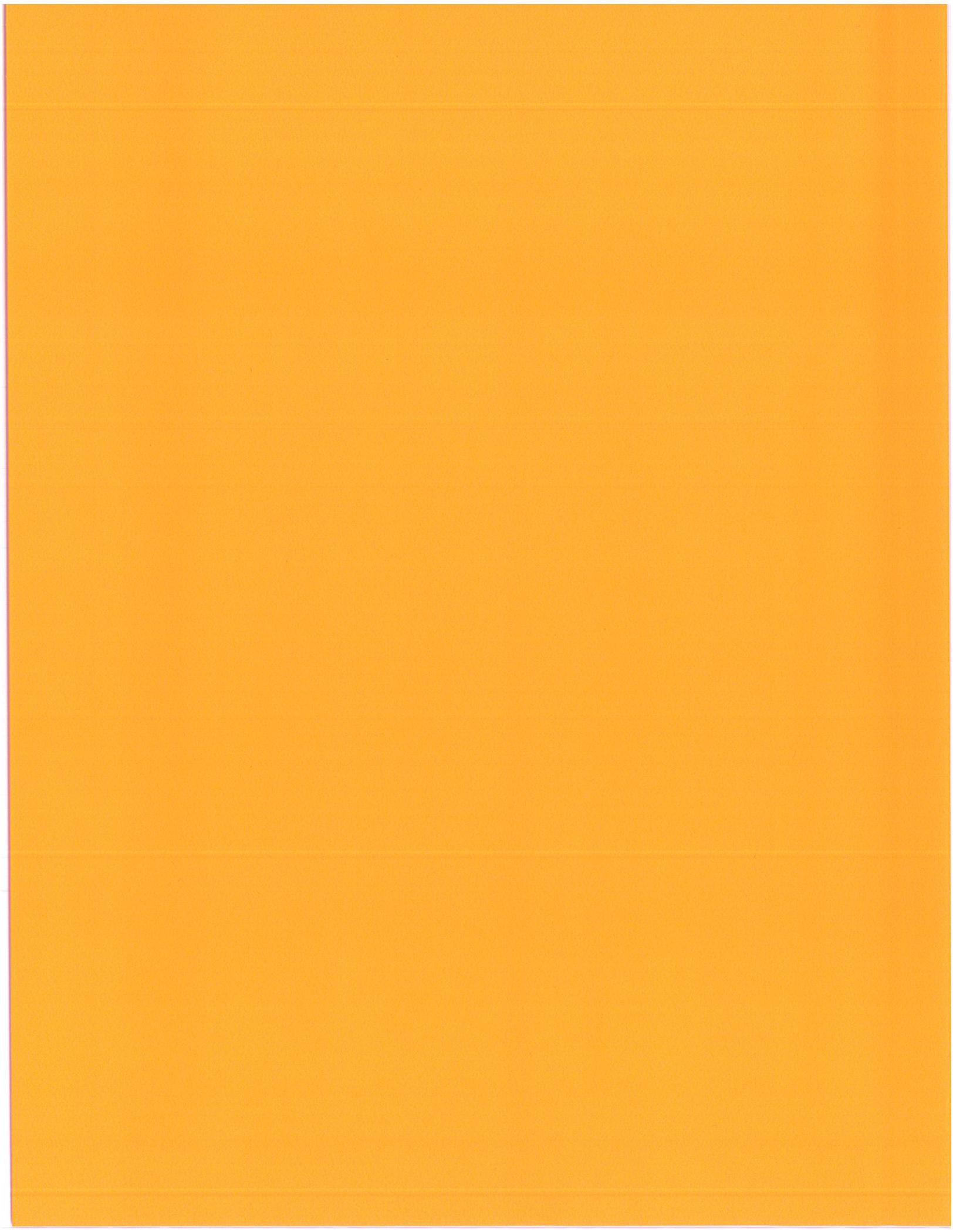
DATE: October 6, 2016

TO: Ron Davis, City Manager

FROM: Patrick Prescott, Community Development Director 

SUBJECT: September 19, 2016 Transportation Commission Meeting Synopsis

- Staff presented to the Commission an update to the Title VI Triennial Program that Metro has requested, including filing complaints, logging all Title VI investigations, implementing a public participation plan based on distinct populations in the City, and identifying language usage in distinct areas. There have been no significant changes made to the BurbankBus service, besides the rebranding of the NoHo – Airport Route. Exhibit A-21 of the staff report shows that there have been no litigations or lawsuits and therefore the City is in good standing. The Commission approved the updates outlined in the Staff Report by a 6-0 vote.
- Staff reviewed year-end performance measures of Local Return (Prop A, C, and R) and BurbankBus. Staff explained how the expenditures are allocated between the different funding sources. Staff also discussed the year-end performance measures for Senior and Disabled transit for fiscal year 2015 – 2016. The Commission discussed possible solutions to increasing ridership numbers of Senior and Disabled transit and fixed route transit. The Commission suggested increasing marketing efforts and considering the mission BurbankBus.
- Staff provided an update to the Commission on the performance of Metro's Line 501 and the BurbankBus NoHo – Airport Route. Metro's Line 501 has a new added stop in Burbank at Hollywood Way and Olive Ave, which totals to three stops in Burbank. Staff presented updates to NoHo – Airport Route ridership trends and how it has continued to increase since all-day service was implemented in June 2015.
- Staff informed the Commission that the Metrolink Station security contract started on September 1, 2016 and how the results have been positive thus far. Staff also informed the Commission that the study of the Metrolink Station parking lot is scheduled to commence the second week of October with Walker Parking Consultants.
- The next Transportation Commission meeting is scheduled for Monday, October 17, 2016 at 5:00 pm in CSB Room 101.



SEPTEMBER 21, 2016

A regular meeting of the Burbank Police Commission was held in the Council Chamber of City Hall, 275 East Olive Avenue, on the above date. The meeting was called to order at 1807 hours by Commission Secretary Elise Stearns-Niesen.

CALL TO ORDER AND ROLL CALL

Present: Commissioners Chapman, Cohen, and Stearns-Niesen

Also Present: Deputy Chief Albanese, Captains Cremins and Dermenjian, Police Administrator Wilson, Senior Assistant City Attorney Oh, and Executive Assistant Nakamura

INVOCATION AND FLAG SALUTE

The invocation was led by Commissioner Stearns-Niesen and the flag salute was led by Commissioner Chapman.

COMMISSION ANNOUNCEMENTS AND REPORTING OUT BY COMMISSION SUBCOMMITTEES

Commissioner Chapman attended the Academy graduation for three new officers on August 25th, the 9/11 15th anniversary commemorative ceremony at the Police/Fire Headquarters, and the 9/15 Justice Department Community Relations Service training in Carson.

Commissioner Pletcher attended the National Night Out event on August 2nd.

ORAL COMMUNICATIONS

Appearing to speak before the Commission was Mike Nolan, who commented on private party towing signs with a LAPD phone number at Burbank businesses, business cards for the Commission, and an issue of noise complaints of contractors using gas powered blowers in the early hours of the morning and police response.

RESPONSE TO ORAL COMMUNICATIONS

Commissioners requested a follow up of any special permits for contractors and logging of noise complaints at the PD.

APPROVAL OF MINUTES FROM AUGUST 17, 2016

A motion was made by Commissioner Cohen, seconded by Commissioner Chapman, to approve the minutes from the August 17th meeting. Motion carried by consensus.

ITEMS OF BUSINESS

1) Presentation and discussion on the Department's email policy and firewall system

Captain Dermenjian stated City Policy states the use of city resources is to be restricted to work-related purposes only. There is a firewall system in place that blocks and filters (flags) emails with inappropriate content, however, some material may have law enforcement purpose.

On average, thousands of emails travel through the police system every month. Technology exists to filter emails, but the rules to limit information would not be practical, not to mention the

manpower necessary to monitor the emails. Spam and junk mail parameters also create false positives and block legitimate emails.

The purpose of email audits (and other audits conducted by the Police Department) is to change work behavior. In the bigger scheme of things, audits are just one indicator of a culture of racial or gender bias. The small number of citizen or employee complaints of these biases is a good indicator that the Department is moving in the right direction.

2) Discussion to host Town Hall meeting in the fall to present/answer topical law enforcement issues

Commissioner Stearns-Niesen had agendaized this item to have a discussion of conducting a Town Hall meeting sometime in the Fall. Due to limited planning time, the issue will be tabled to allow Commissioner Stearns-Niesen to speak with Chair Diamond to possibly create a subcommittee to plan a Town Hall meeting next year.

3) Announcements by the Police Chief

- | | |
|----------|---|
| 9/29 | Start of a new Community Academy |
| 10/11 | City Employee recognition of 20+ years of service |
| 10/15-18 | International Association of Chiefs of Police Conference in San Diego |

FINAL PERIOD OF PUBLIC COMMENTS

Appearing to speak before the Commission was Mike Nolan, who commented on the Romancing the Bean issue, minutes, and business cards for the Police Commission.

RESPONSE TO ORAL COMMUNICATIONS

Commissioners responded to Mr. Nolan's comments.

COUNCIL LIAISON COMMENTS

Council Member Gordon stated:

- an issue has come up about wildlife coming in to residential areas. UCLA is hosting a seminar addressing coyotes in urban areas; Animal Shelter personnel will be attending.
- Council has appointed a group of people to the Charter Review Subcommittee. He encouraged the Commission to interface with the Subcommittee as they conduct their first phase of review.

Council Member Frutos encouraged two Commissioners (Brown Act rule) to be informed about the government code and Charter before making suggestions to the Subcommittee.

Commissioner Chapman inquired about the direction of the roles and responsibilities of the Commission. Assistant City Attorney Oh stated a meeting had been held with City and PD staff, who has been tasked to create a package of information to assist Commissioners with their roles and responsibilities within the confines of the Charter, Municipal Code, and law (POBAR).

INTRODUCTION OF AGENDA ITEMS FOR FUTURE MEETINGS

Staff will be putting an item on the agenda to discuss and take suggestions from Commissioners on the policy and protocol for use of Commission business cards.

Commissioner Stearns-Niesen will present a debrief on her attendance at the NACOLE Conference.

Commissioner Chapman requested a presentation on contractor noise in the early morning hours (e.g. blowers, trash trucks), including number of complaints and any special permits issued to the contractors.

NEXT MEETING DATE

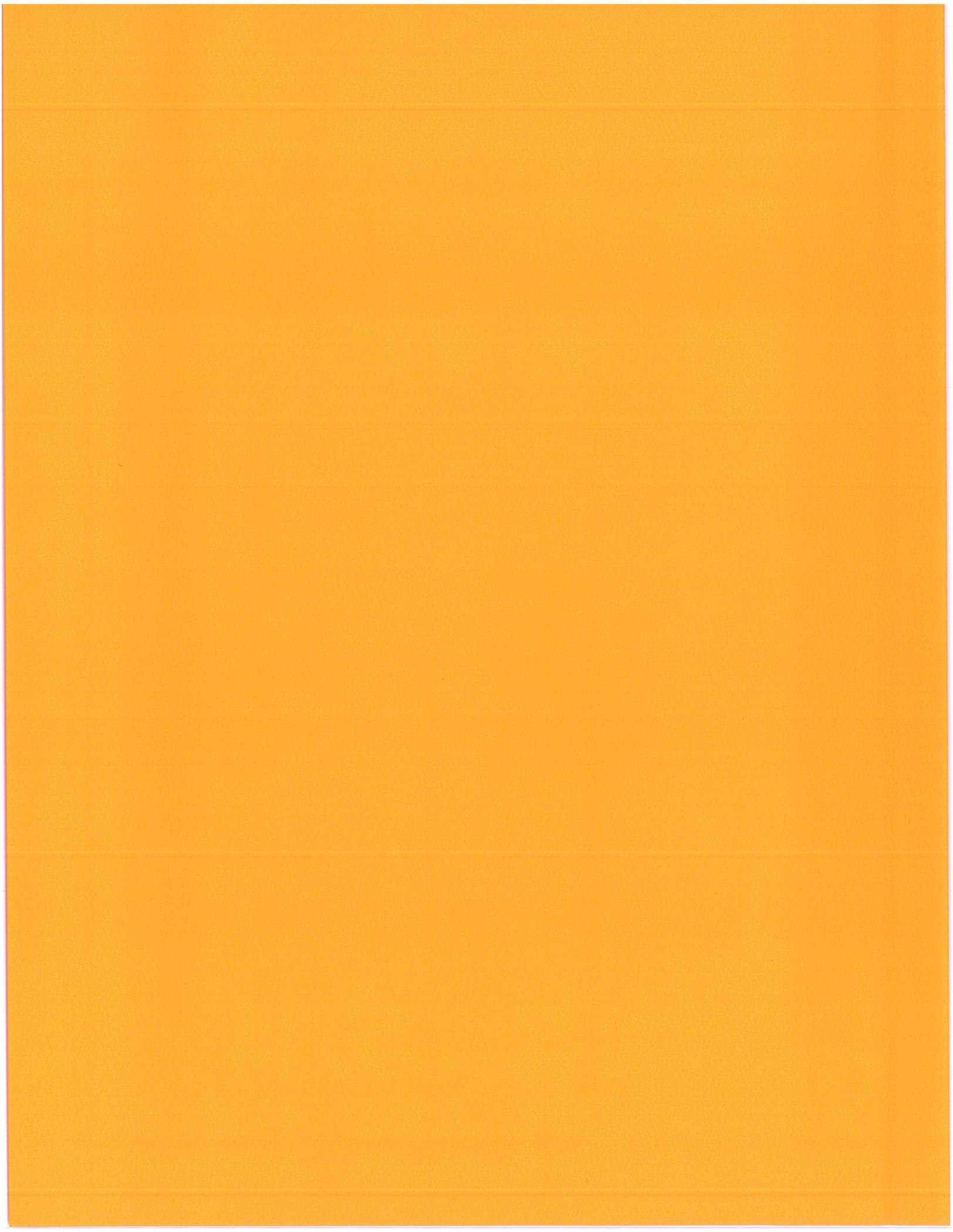
The next scheduled meeting of the Police Commission is Wednesday, October 19, 2016.

ADJOURNMENT

There being no further business to come before the Commission, the meeting adjourned at 1910 hours.

Elise Stearns-Niesen, Secretary
Burbank Police Commission

s



memorandum

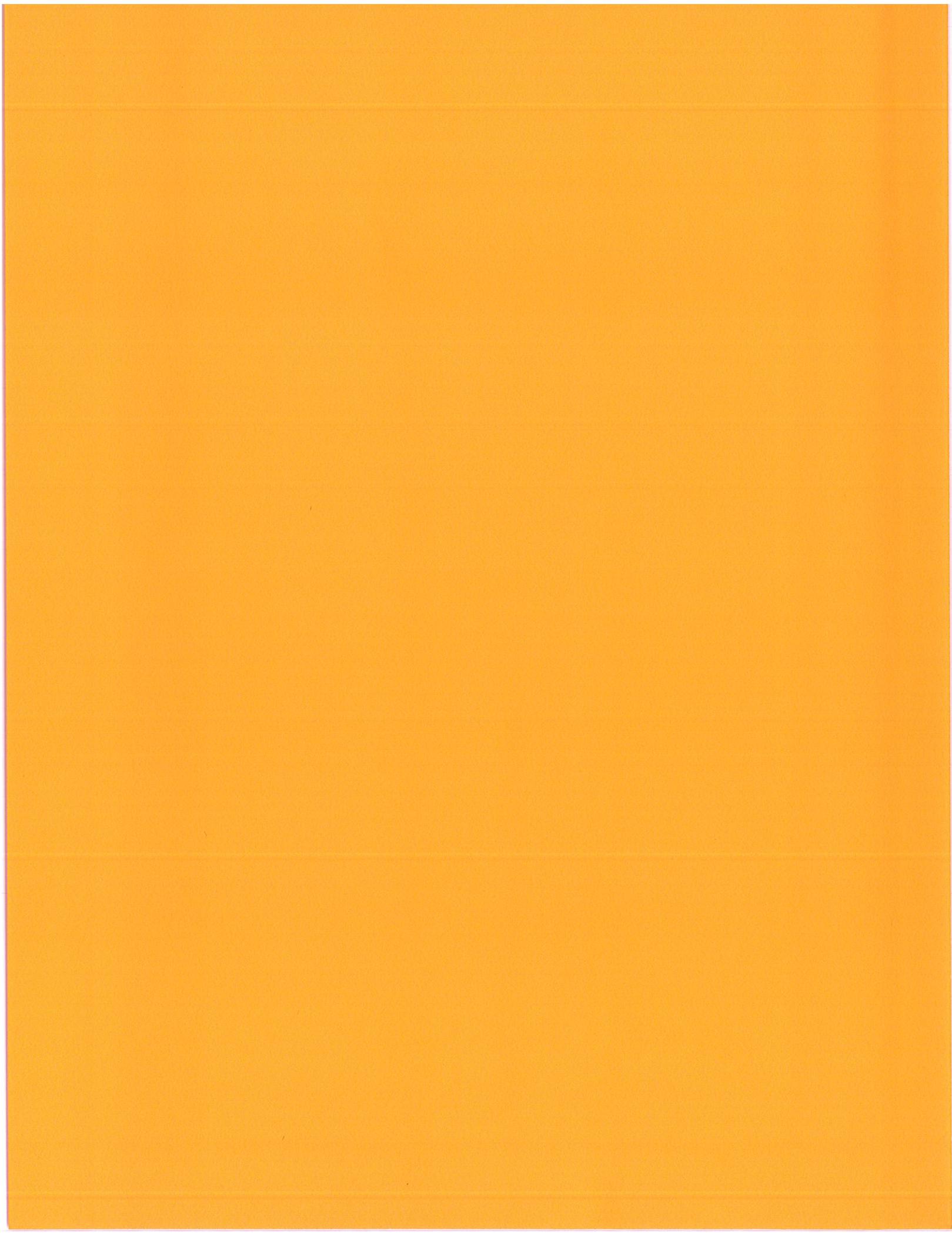
DATE: October 18, 2016

TO: Ron Davis, City Manager

FROM: Patrick Prescott, Community Development Director 

SUBJECT: **THE BURBANK HOSPITALITY ASSOCIATION (BHA)
SPECIAL MEETING SYNOPSIS – OCTOBER 5, 2016**

- A special meeting was held to further discuss the October 2016 – September 2017 Marketing and Media Advertisement Plan proposed by Strausberg Group. At the request of the Board, Strausberg Group presented a reduced Media and Advertisement Plan for \$442,000, down from the original proposal of \$733,000. After the discussion, the Board requested to increase the digital advertising budget by \$100,000, increase social media marketing collaborations through Brand USA for international marketing opportunities, and to decrease the print advertising budget in half to help offset costs. With the amended changes, the Board approved a not-to-exceed amount of \$600,000 for the November 2016 – September 2017 Marketing and Media Advertisement Plan.
- Staff discussed the new Destination Development budget category as defined in the 2016-2026 Management District Plan. This category has a \$157,000 annual budget, approximately 20 percent of the overall BHA budget. Possible Destination Development ideas include citywide wayfinding signage, art and cultural projects, gateway enhancements, a convention center and infrastructure improvements. At the request of the Board, staff will reach out to other Tourism Business Improvement Districts to find out what investments they have made in destination development.
- The next regular meeting of the BHA is scheduled for October 12, 2016.



memorandum

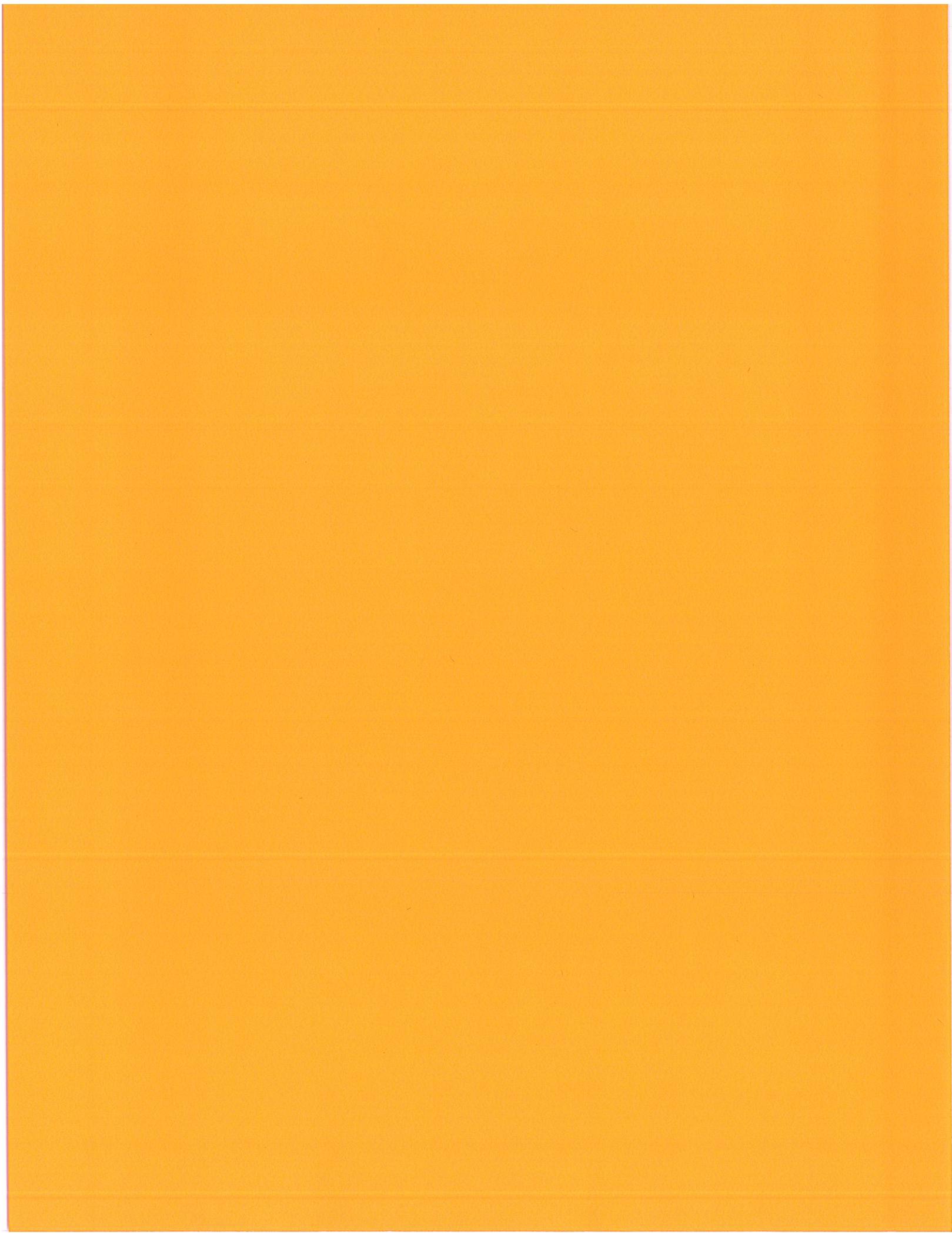
DATE: October 17, 2016

TO: Ron Davis, City Manager

FROM: Patrick Prescott, Community Development Director 

SUBJECT: Downtown Burbank Partnership (P-BID) Meeting – October 6, 2016

- Staff updated the Board on the MUD Paseo. The construction of the Paseo is complete and staff is working with one of the adjacent property owners to obtain approval to attach lighting to their building. The property owner has expressed concerns regarding the proposed lighting installation. The Board suggested an alternate proposal to install poles in the MUD Paseo for additional lighting. The Board agreed to have the Chair member work with staff to finalize approval of one of the two available lighting solutions.
- At the request of the Board, staff presented the current budget for maintenance and capital improvement projects. It was noted that in 2016, the partnership spent \$313,425 on Downtown Burbank projects including:
 - Upgrades to the MUD Paseo;
 - A new enhanced district wide maintenance contract;
 - A new drought tolerant planting and irrigation throughout downtown, and
 - New benches and trash bins for the district.The Partnership mentioned other interested projects for the future such as parking lot maintenance and upgrades as well as bringing reclaimed irrigation to the downtown. Staff will begin work on the 2017 Maintenance and Capital Improvements budget with these projects in mind.
- The next regular board meeting is scheduled for November 3, 2016.



memorandum

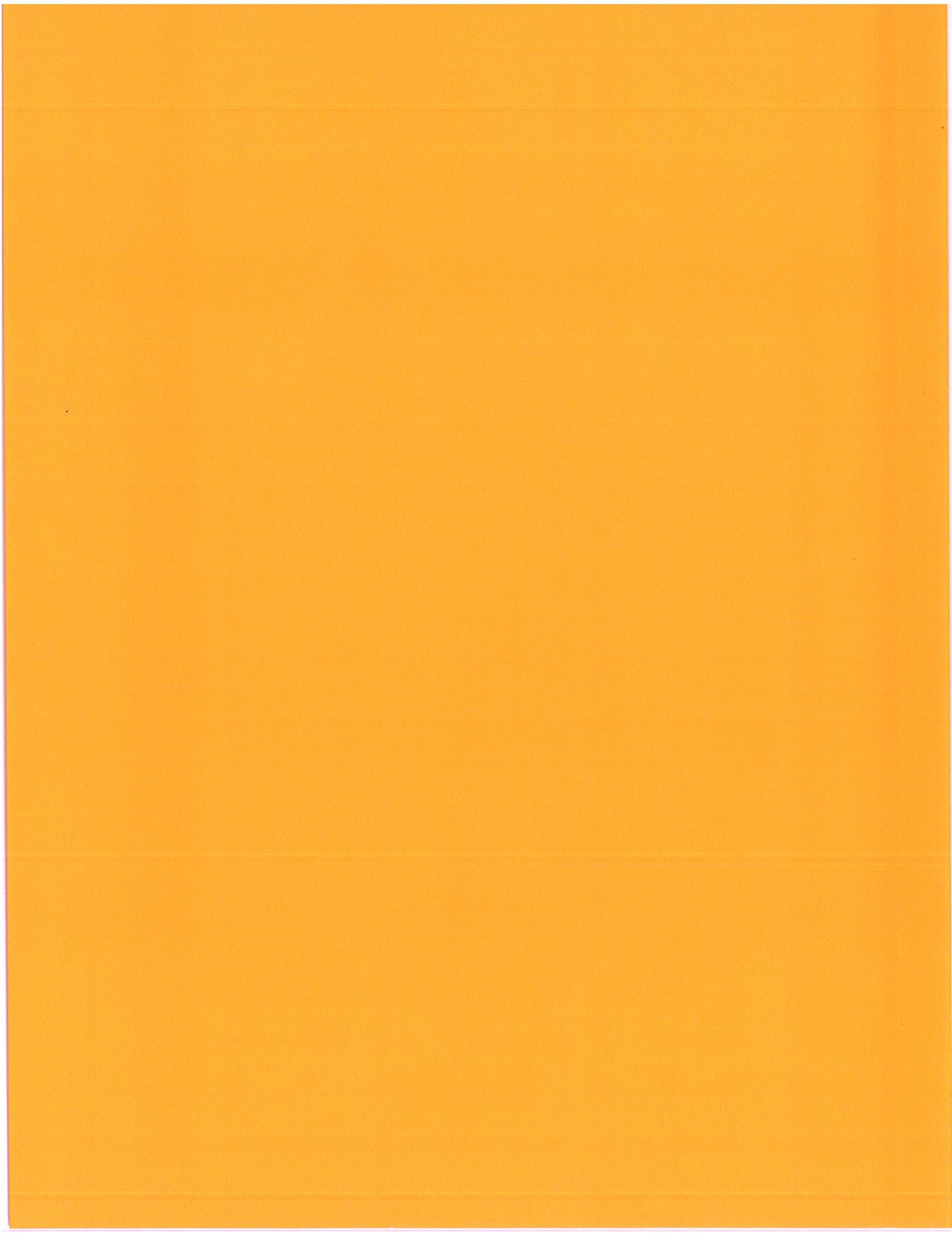
DATE: October 18, 2016

TO: Ron Davis, City Manager

FROM: Patrick Prescott, Community Development Director 

SUBJECT: THE BURBANK HOSPITALITY ASSOCIATION (BHA)
MEETING SYNOPSIS – OCTOBER 12, 2016

- The BHA approved the renewal of the following Board Members for two year terms: Lucy Burghdorf, James Fitzpatrick, Patrick Prescott, Michael Swaney, and Chair Tom Whelan. With the renewal of the Chair position, Mr. Whelan requested that another Board member have the opportunity to serve as Chair, and he nominated the Vice Chair Tony Garibian to be instated as the new Chair. Board Member Richard Sandoval was then nominated as the new Vice-Chair.
- Staff provided the updated and amended Marketing and Media Plan for November 2016 – September 2017 that was approved at the October 5, 2016 Special Meeting. Revisions included a larger budget allocation to digital and social media marketing, offset by a decrease to the print media budget.
- Staff presented campaign results from a four week digital advertisement buy promoting the new Southwest Airlines flight connection from Dallas, TX to the Hollywood Burbank Airport. A \$50,000 investment generated 21 million impressions and over 70,000 click to the Southwest Airlines' website for potential airline bookings from Dallas, TX to Burbank, CA.
- Staff presented detailed information from three different sporting events as potential new events to generate additional room nights for Burbank. Events included the Powerman North America triathlon, Game Day USA (youth baseball tournaments), and PGA Exhibition tours. Staff also considered the possibilities of hosting a charity run event on the Warner Bros. Studio lot to attract more visitors. The three athletic events were not feasible for Burbank's existing infrastructure and included high costs for production. Alternatively the Board was interested in pursuing a possible 10K run through the studios and requested Staff to obtain additional information.
- Staff presented website analytics and social media engagement for September 2016. Website visitation increased by two percent to 11,557 visitors and Facebook followers increased by 11 percent to over 28,000 "likes." Additionally, in August 2016 occupancy rates were 86 percent and average daily rates were at \$173.
- The next regular meeting of the BHA is scheduled for November 9, 2016.



SUSTAINABLE BURBANK COMMISSION
October 17, 2016

SYNOPSIS OF ITEMS ARE IN BOXES BELOW

I. GREEN SPOTLIGHT AWARD:

Mr. Smith reported that last month's Green Spotlight Award recipient was Marché Wine Bar. Mr. Smith provided a PowerPoint presentation highlighting the establishment's quality furniture craftsmanship and their use of post-consumer recycled wood for tables, chairs, cabinetry and doors.

Ms. Springer announced that she presented the October Green Spotlight Award to the International School of Los Angeles at their Green Shade Field Inauguration Ceremony on October 5, 2016.

II. ORAL COMMUNICATIONS:

A. Public Communication:

B. Commission Member Communication:

Mr. Roesner reported about an amendment to the Montreal Protocol agreement that further reduces substances that deplete the ozone layer. Mr. Roesner also reported that he attended the October 11, 2016, Council meeting to formally read the letter written on behalf of the Commission to the City Council requesting the Council's support of Proposition 67 - Ban on Single-Use Plastic Bags Referendum.

Mr. Smith reported that he attended the Greenbuild International Conference and Expo at the Los Angeles Convention Center on October 5-7, 2016.

Ms. Gamiño stated that Cool California Small Business Award applications are due on November 7, 2016. Ms. Gamiño will provide staff with details to share with the group.

C. Staff Communication:

III. APPROVAL OF MINUTES:

Mr. Newhoff moved and Ms. Gamiño seconded, to approve the September 19, 2016, minutes. The minutes were unanimously approved by all present.

IV. DISCUSS NOVEMBER AND DECEMBER MEETING DATES

Upcoming regularly scheduled Commission meetings are calendared for Monday, November 21, 2016, and Monday, December 19, 2016. The Commissioners may discuss whether or not they will be available to attend these meetings due to holiday and vacation schedules. The Commission may entertain a motion regarding further action on this item if desired.

The Commission agreed to meet at the regularly scheduled Commission meetings calendared for Monday, November 21, 2016, and Monday, December 19, 2016. The Commissioners asked that this item be brought back in November to confirm their December meeting attendance.

V. DISCUSS POTENTIAL OF TOURING THE SOUTH COAST AIR QUALITY MANAGEMENT DISTRICT FACILITY (SCAQMD)

At its September 19, 2016, meeting, the Commission agreed to discuss the possibility of touring the SCAQMD facility in Diamond Bar, California. According to the City Attorney's Office, the Brown Act in Government Code Section 54954 (b) allows a meeting outside its jurisdiction in limited situations. One of those situations is to "inspect real or personal property which cannot be conveniently brought within the boundaries of the territory over which the local agency exercises jurisdiction provided that the topic of the meeting is limited to items directly related to the real or personal property." Commissioners will discuss the purpose and logistics of an SCAQMD facility tour. The Commission may ask questions, engage in discussion, and entertain a motion on this item if desired.

The Commissioners briefly discussed coordinating an SCAQMD tour, logistics, and transportation to and from the facility. The group agreed to tour the facility outside of a regularly scheduled Commission meeting in groups less than a quorum. Ms. Gamifio volunteered to coordinate a future SCAQMD tour.

VI. DISCUSS COMMISSION GOALS AND FUTURE COUNCIL PRESENTATION:

The City Council has requested that each Commission Chair and/or Vice Chair make a brief presentation to introduce himself or herself and provide the Council with a brief summary of the Commission's mission and goals. A copy of the Commission's goals and priorities that were discussed at the February 1, 2016, meeting is attached. The Commission may discuss securing a Council date for their presentation and may entertain a motion and vote regarding items to include in the presentation.

The Commission Chair asked that the group review their priorities and goals for a future Council presentation. Staff provided the group with a handout from the February 1, 2016 meeting, Sustainable Burbank Commission Priorities and Goals for 2016. The group agreed to continue the following efforts: 1) support the Verdugo Avenue configuration, 2) advocate for the extension of the Chandler Bikeway, 3) increase community awareness of the green Spotlight Award Program, 4) engage the community, and 5) follow the plastic bag ban legislation.

Due to lack of a quorum, discussion of this item will resume at the November Commission meeting.

VII. MOBILITY IN BURBANK – ROUNDTABLE DISCUSSION:

The City Council has requested that each Commission Chair and/or Vice Chair make a brief presentation to introduce himself or herself and provide the Council with a brief summary of the Commission's mission and goals. A copy of the Commission's goals and priorities that were discussed at the February 1, 2016, meeting is attached. The Commission may discuss securing a Council date for their presentation and may entertain a motion and vote regarding items to include in the presentation.

Due to lack of a quorum, this item was tabled.

VIII. AD HOC MOBILITY AND URBAN DESIGN SUBCOMMITTEE REPORT:

At its July 20, 2015, meeting, the Commission agreed to form the ad hoc Mobility and Urban Design Subcommittee to discuss the bicycle plan, the network of bikeways, public transportation, and pedestrian corridors as they relate to sustainability in the community. The Subcommittee may give an update on its activities. The Commission may ask questions, engage in discussion, and provide feedback.

Ms. Hadian, on behalf of the Subcommittee, reported that the Subcommittee is awaiting confirmation from several presenters that will give reports at future meetings.

IX. AD HOC BURBANK GREEN SPOTLIGHT AWARD SUBCOMMITTEE REPORT:

At its June 6, 2016, meeting, the Commissioners agreed to form the ad hoc Burbank Green Spotlight Award Subcommittee to investigate sponsorship and format of the Burbank Green Spotlight Award. The ad hoc subcommittee will provide the Commission with an update on the group's progress and proposed future direction for discussion and Commission direction.

Ms. Gamiño, on behalf of the Subcommittee, reported that the Subcommittee is continuing their efforts and plans to launch the new Green Spotlight format in 2017. The Subcommittee will report on their progress at the November meeting.

X. INTRODUCTION OF ADDITIONAL AGENDA ITEMS:

At the May 14, 2009, Sustainable Burbank Task Force (now the Sustainable Burbank Commission) meeting, those present voted unanimously that members can suggest agenda items and obtain consensus from the group to have the items added to a future agenda.

The Commissioners agreed to include the following item(s) on a future agenda:

- Premier on First Street presentation as part of the Ad Hoc Mobility and Urban Design Subcommittee report
- Invite SCAQMD speaker to provide a presentation at a future meeting
- Update on the Chandler Bikeway extension
- Edison Water Conference information about levees vs. tunnels
- Presentation on the expansion of Leadership in Energy and Environmental Design (LEED)

XI. BURBANK GREEN SPOTLIGHT AWARD:

The Commission will select one if its members to identify a Burbank Green Spotlight Award winner for the next regularly scheduled meeting.

Commissioners will contact staff to volunteer to choose the November Green Spotlight Award recipient.

XII. ADJOURNMENT

The meeting was adjourned at 6:13 p.m.