Weekly Management Report
January 26, 2018

1. **Synopsis** Burbank Cultural Arts Commission Meeting of January 11, 2018
   Parks and Recreation Department

2. **Synopsis** Parks and Recreation Board Meeting of January 11, 2018
   Parks and Recreation Department

3. **Synopsis** Downtown Burbank Partnership Meeting of January 11, 2018
   Community Development Department

4. **Synopsis** Planning Board Meeting of January 22, 2018
   Community Development Department

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

Meeting: Burbank Cultural Arts Commission **Date: January 11, 2018**
Members Present: Mary Elizabeth Michaels, Cynthia Pease, Barbara Beckley , Gerrard Panahon, Monica Groves, Katherine Zoraster, Jeff Rector (9:45)
Members Absent: Diana Means, Leah Harrison
Staff Present: Judie Wilke, Kris Smith, Erin Barrows, Paul Paolone, Doug Fowler, Caroline Arrechea
Liaisons: **Jess Talamantes**

Item Discussed		Summary	Direction or Action, if any
1.	Logo Re-design	Staff presented logo options designed by the department's Marketing Team and the Commission selected their preferences. Staff would bring back the options with color variations and include minor changes based on the member's comments.	
2.	Budget	Staff clarified that the $5,000 approved through the last budget cycle on a recurring basis was to be used for website maintenance, including social media. The events committee would discuss whether the Commission should move ahead with the variety show event and look into fundraising options.	
3.	Art in Public Places Update	Staff noted that the Art in Public Places Committee had expressed interest in possibly collaborating with the Commission on a future utility box project.	
4.	2018 Burbank Cultural Arts Commission Goals Taskforces	The Cultural Arts Commission has established goals to be accomplished over the next year: Goal 1: MARKETING AND COMMUNITY OUTREACH Goal 2: WEBSITE/NEWSLETTER Goal 3: BEAUTIFICATION/UTILITY BOXES MURALS/TRAFFIC BOXES Goal 4: EVENTS/FUNDRAISING	Goal 1: The sub-committee is working on creating a contact list for the Commission to use and continues to work on social media and marketing. They are discussing a convening event regarding social media which would tie in website training as well. Goal 2: The subcommittee continues to work on the website. With the help of volunteers they are looking at various arts websites to add content to our web page and creating social media posts. 5D Spectrum is working on some website fixes. Goal 3: The subcommittee continue to seek sponsors for the utility box project and are discussing whether to allow sponsors to pick specific box locations. They have begun to identify possible locations for mural projects. Goal 4: There was no update as the Committee members were not at the meeting.

CITY OF BURBANK

PARKS AND RECREATION

ANNOTATED AGENDA/MEETING SUMMARY

Meeting: Parks and Recreation Board

Date: Thursday, January 11, 2018

Staff Present: Judie Wilke, Parks and Recreation Director; Marisa Garcia, Assistant Parks and Recreation Director; Kris Smith, Deputy Director; Diego Cevallos, Recreation Services Manager; Gwen Indermill, Recreation Services Manager; Kristen Hauptli, Administrative Analyst II; Jonathan McGinley, Recreation Supervisor; Jason Dyer, Recreation Coordinator; Elisa Accardi, Recreation Coordinator; and Patricia Molinar, Recording Secretary.

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

Board Members Absent: None.

Item Discussed		Summary	Direction or Action, if any
1	Announcements	Ms. Victoria Cusumano, Recreation Supervisor, announced the Department's upcoming activities and events. Ms. Garcia briefly updated the Board on the Playground Equipment Replacement Project.	
2	Recognitions	Ms. Jackson introduced Recreation Supervisor, Jonathan McGinley and Recreation Coordinator Jason Dyer to present certificates of recognition to the Southern California Municipal Athletic Federation's – SCMAF, Fifth and Sixth Grade Division B first place champions, the Falcons, and the Seventh Grade Division A second place champions, the Dolphins. Recreation Coordinator Elisa Accardi and Chair Jackson presented certificates of recognition to the Lead the Way interns who completed a six - month internship in the Parks and Recreation Department.	
3	Oral Communications	Mr. Sartoris, Pickleball Ambassador, thanked the Board and staff for their support and guidance during the process of establishing a permanent pickleball venue at Larry Maxam Park. David Serianne, the new operator of the Burbank Roller Hockey Facility, introduced himself to the Board and thanked staff for the opportunity to build a strong working relationship.	
4	Response To Oral Communications	Mr. Gussow recognized the efforts of the pickleball ambassadors in promoting the sport. The Board thanked Mr. Serianne for reaching out to the Board.	

5	Written Communications	None.	
6	Park Board Comments	The Board congratulated the members and coaches of the flag football teams for an exceptional year of play and sportsmanship. The Board praised the participants of the Lead the Way Program for the commitment and volunteerism to the City. Ms. Lowers reported out on the Youth Board's fundraising efforts to benefit Family Promise of the Verdugos. Mr. DePalo thanked the Forestry Division for the prompt response to a safety hazard situation he reported. The Board commended staff on the accommodation of Proposition A funds to revive seven City playgrounds.	
7	Measure H Update	Marcos Gonzalez, Community Development Grants Coordinator, provided the Board with an update on homelessness in Burbank and Measure H. The City has developed a seven-strategy Homelessness Plan to prevent and reduce homelessness centered on public health and safety, mental health, and quality of care. Measure H, a quarter cent sales tax revenue to address the county's homelessness has generated approximately $8 million dollars from the City since it has gone into effect. At this time, Measure H funds have been allocated to various sources, however no funds have been allocated to the City of Burbank.	Noted and Filed.
8	Pickleball Court Update	Diego Cevallos, Recreation Services Manager, reported that since the October 12, 2017 Board meeting the Burbank Pickleball Ambassadors have raised private dollars totaling $21,634 to fully fund the project to convert the Maxam tennis court to permanent pickleball courts.	Noted and Filed.
9	Drone Ordinance Update	The Board was to receive an update on the City's ordinance of small Unmanned Aircraft Systems (Drones).	Item was pulled and will be heard at the next Park Board meeting.
10	Roller Hockey Facility Update	Gwen Indermill, Recreation Services Manager reported that on December 19, 2017 City Council approved the execution of the Lease, Operation, and Improvement Agreement of a Multi-Use Sports Facility at Ralph Foy Park between the City and P.I.M. Inc, (also known as the Los Angeles Kings Valley Ice Center), for a period of five years with options for three, five-year extensions effective February 1, 2018. This new agreement incorporates expanded programming, including youth and adult roller hockey, ball hockey, roller hockey camps, birthday parties, family skate night, futsal, and	Noted and Filed.

		lacrosse. In addition, the facility will be renamed the Los Angeles Kings Burbank Sports Center.	
11	Park Board Framework	Ms. Wilke invited the Board to reevaluate what items staff brings to the Board for review and discussion in advance of City Council meetings.	Noted and Filed.
12	Consent Calendar	Approval of Minutes Minutes of the November 14, 2017 meeting were approved. City Council Agenda Items Update Noted and Filed. Contract Compliance Noted and Filed. Park Patrol Report Noted and Filed. Departmental Operations Update Noted and Filed.	It was moved by Ms. Lowers seconded by Mr. DePalo and carried 5-0 "to approve the Consent Calendar."
13	Tabled Items	None.	
14	Second Period of Oral Communications	None.	
15	Response to Second Period of Oral Communications	None.	
16	Additional Comments from the Board	None.	
17	Introduction of New Agenda Items	Mr. Gussow would like an update on the Colony Theater. Ms. Lowers would like a report on any damage caused by the rain in early January 2018.	Staff will prepare an update of any damages caused by the rain and mudslides.
18	Adjournment	The meeting was adjourned at 8:35 p.m. in memory of Reverend Jerry Jones.	It was moved by Mr. Gussow seconded by Ms. Lowers and carried 5-0 "to adjourn the meeting"

city of burbank
community development department

memorandum

DATE: January 23, 2018

TO: Ron Davis, City Manager

FROM: Patrick Prescott, Community Development Director
Via: Simone McFarland, Asst. Community Development Director: Business & Economic Development

SUBJECT: **Downtown Burbank Partnership (P-BID) Meeting – January 11, 2018**

- Representatives from Strausberg made a presentation to the Board with a proposal for social media marketing management for the 2018 calendar year. Employing a marketing firm to manage Downtown Burbank's social media would allow for better community engagement, optimization of key performance indicators, and page performance reports. In addition to management of the Downtown Burbank Facebook, Instagram, and Twitter pages, Strausberg is also recommending a $500 a month advertising spend across all social media channels. The objective of this program is to increase consumer awareness of Downtown Burbank and cultivate a larger, more engaged following, ultimately resulting in increased traffic and consumer spending. Currently, the Partnership's social media accounts are managed by staff.

- Due to a lack of quorum, no action was taken on any items; all agenda items will be reviewed and discussed at future Board meetings.

- The next regular board meeting is scheduled for February 1, 2018.

city of burbank
community development department

memorandum

DATE: January 24, 2018

TO: Ron Davis, City Manager

FROM: Patrick Prescott, Community Development Director PP

SUBJECT: **Planning Board Actions of January 22, 2018**

At the regular meeting of January 22, 2018, the Board discussed the following items:

Hearing

1. **Project No. 17-0341 (Conditional Use Permit) | 800 N. Hollywood Way**

The Board was presented with a Conditional Use Permit (CUP) request to allow for the on-site sale and off-site consumption of beer and wine in conjunction with an existing automobile service (gas) station and convenience store. There are no proposed changes to the interior of the building to accommodate the sale of alcohol. The Board voted 5-0 to approve the project, based upon the amended changes in the conditions of approval.

The Board's decision on this item is final. Modifications may not be made, nor the decision of the Board reversed, unless the Board's decision is appealed by the public or the City Council as a body decides to set the matter for a public hearing in lieu of an appeal. Any City Council Member requesting City Council review of this matter must submit a request in writing to the City Clerk by February 6, 2018.

2. **Accessory Dwelling Unit Presentation**

The Board was presented with an overview of the current interim ordinance and proposed changes to the ordinance.

3. **Appoint and confirm a Planning Board member to the Art in Public Places Committee.**

The Board appointed Planning Board Member Diane Eaton.

Attendance
Present: Rizzotti, Eaton, Liu, Hadian, Atteukenian