



# Weekly Management Report

## August 24, 2018

- 1. Synopsis** Downtown Burbank Partnership  
July 11, 2018  
**Community Development Department**
- 2. Notice** Art in Public Place Committee  
Meeting Cancellation September 10, 2018  
**Parks & Recreation Department**
- 3. Memo** Animal Adoption Policies  
**Police Department**



# memorandum

**DATE:** July 31, 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 – July 11, 2018**

- Representatives from Strausberg Media Group updated the Board on March through June metrics for Downtown Burbank Social Media platforms. Reports show that since March, the Downtown Burbank Facebook page has seen an 8% growth in followers while Instagram has seen a 5% growth in followers. Future plans for social media advertising include optimization of Facebook Ads and implementation of Instagram marketing via Social Drift.
- On June 26th at the Resolution of Formation Hearing, The Downtown Burbank Partnership was renewed for a 10-year term beginning January 2019. Property owners representing 81% of the district voted in favor of the renewal and expansion. In 2019, the new district boundaries will be expanded south to Alameda Ave. and the new district budget will be \$1,138,485 annually.
- Staff updated the Board on the Annual Car Classic which currently has 95 registrant and sponsors including Story Tavern and Community Chevrolet. This year San Fernando Blvd. will also be closed from Magnolia to the Town Center to create more synergy with the mall. This new layout will include lawn games on the terrace provided by the Burbank Town Center and a DJ spinning music. Additionally, staff is looking to add more excitement to that closure area with a celebrity vehicle or demonstration. Event attendees this year will include West Coast Customs, Vehicle Effects, Unique Twist, The Burbank Historical Society and more. This year, the event will also feature a Visit Burbank Influencer, LA Girl, who will eat and drink in Downtown and take photos to share on Social Media.
- An Economic Development Program update was presented to the Board detailing new retail tenants, marketing for the Burbank Hospitality Association, and new development projects throughout the City. Economic development focuses on improving the standard of living through job creation, support of innovation and new ideas, and enhanced quality of life.
- The next regular board meeting will be September 2018.



**CITY OF BURBANK**  
*Parks & Recreation*  
**ART IN PUBLIC PLACE COMMITTEE**

**NOTICE OF MEETING - CANCELLED**

The meeting of the Art in Public Places Committee will be held as follows:

**MONDAY, September 10, 2018**  
**6:00 P.M.**

Community Services Building  
Large Parks and Recreation Conference Room 301  
150 N. Third Street  
Burbank, CA 91502

**ART IN PUBLIC PLACES COMMITTEE**

*Daniel Amaya*

Recording Secretary

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Distribution:

**Committee Members –**

Gordon Haines  
Dink O’Neal  
Kat Olson  
Lara Saikali  
Teri O’Connor  
Carolyn Jackson – Parks and Recreation Board Liaison  
Diane Eaton – Planning Board Liaison

**Staff –**

Marisa Garcia – Assistant Director of Parks & Recreation  
Paula Ohan – Administrative Analyst

**Management Personnel –**

Ron Davis –City Manager  
City Clerk



**CITY OF BURBANK  
POLICE DEPARTMENT  
MEMORANDUM**



**DATE:** August 21, 2018

**TO:** Ron Davis, City Manager

**FROM:** Scott LaChasse, Chief of Police *Scott LaChasse*  
By: Captain Eric Deroian, Support Services Division

**SUBJECT: CITY MANAGER TRACKING LIST NO. 2147 – ANIMAL ADOPTION  
POLICIES**

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**RECOMMENDATION**

Staff recommends no change to the existing protocols for animal adoptions.

**BACKGROUND**

During the July 17, 2018 Burbank City Council Meeting, questions were asked regarding the Burbank Animal Shelter adoption practices. Specifically, staff was asked if there are age restrictions for the adoption of animals and if Burbank residents were given priority in an adoption process over other non-residents. Staff was subsequently directed to respond.

**DISCUSSION**

The Burbank Animal Shelter staff responded to 4,645 calls for service in Calendar Year 2017. Additionally, staff and volunteers successfully completed the adoption of 587 cats and 260 dogs during that time period. The age of adopter(s) ranged from 18 to 87.

The Burbank Animal Shelter does require that an adopter be of legal age, 18 and above. However, there is no maximum age limit for perspective adopters. In fact, in addition to the more common adoption options, there is a special program called "Seniors for Seniors." This program offers a 75% reduction in adoption fees for California residents age 60 and older who adopt a "senior" dog or cat (age 7 or older). Staff believes pets provide special enrichment and documented health benefits to the lives of mature adults. Mature pets are typically calmer, require only moderate exercise, have already been trained, and fit into the lifestyle of older adults more easily. These are considerations taken into account during any perspective adoption. Seniors are not required to participate in this option and can seek to adopt an animal of any age.

The Burbank Animal Shelter staff has also given consideration to prioritizing residents of Burbank over non-residents in the adoption process of animals. Staff believes this would not be in the best interest of the animals or the City. It is important to note that 70% of all Shelter adoptions are to Burbank residents and only approximately 30% of the total number of animals adopted annually are to non-Burbank residents. Burbank residents

are our main adoption clientele. However, on the few occasions when there is an interest in the adoption of an animal from more than one individual, the Animal Shelter holds a drawing. Those interested in participating in the drawing must be over 18 years of age and have a valid Driver's License or State identification to ensure minimum age. Only one ticket per residence is given. There is no cost for someone to participate in the drawing. The drawing winner goes through an adoption screening process. The parties who do not win the drawing are advised that if the adoption falls through, another drawing will be held and will only include individuals that participated in the first drawing. This process is repeated until the adoption is successful.

This practice has been successful in attracting residents from other cities to our Animal Shelter and has allowed us to be continually successful in finding homes for animals who otherwise would have gone un-adopted. If the Shelter did not attract/have outside adopters there would be a severe decrease in adoptions and result in over-population at the Shelter. To prioritize Burbank residents in the process would have a drastic impact on potential adopters from other cities and hinder staff's ability to find forever homes for many animals.

**CONCLUSION:**

The only age restriction for the adoption of an animal is that the adopter must be at least 18 years old. There is no other age restriction or limit.

Staff believes, and statistics indicate, that prioritizing Burbank residents in the adoption process would have a dramatic effect on the Animal Shelter's ability to attract perspective adopters from outside the City. For the last several years, the Burbank Animal Shelter has maintained a live return/adoption rate of more than 90%. It is believed that a change in current protocols would result in a decrease in total pet adoptions and not be in the best interest of the animals or the City.