



# Weekly Management Report

## November 9, 2018

- 1. Synopsis** Downtown Burbank Partnership Meeting  
October 4, 2018  
**Community Development Department**
- 2. Synopsis** Burbank Hospitality Association Meeting  
October 8, 2018  
**Community Development Department**
- 3. Memo** Management Agreement with Touchstone for DeBell  
Golf Course  
**Parks and Recreation Department**
- 4. Memo** Historical Review of Employee Overtime and Safety  
Overtime Reimbursement  
**Financial Services Department**





# memorandum

**DATE:** November 6, 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 – October 4, 2018**

- Staff provided a wrap-up of the Downtown Burbank Car Classic which took place on Saturday August 4th. This year's event brought in more than 200 vehicles and 22 event vendors to Downtown. The VIP Block hosted vehicles from the World Famous West Coast Customs, Vehicle Effects, Unique Twist, and Movie Machines. Approximately 22,000 visitors are estimated to have attended the event, the highest Downtown Burbank event attendance to date. Merchant feedback from the event was positive, with most reporting increased sales and shoppers in comparison to the previous weekend. Media and advertising for the event reached 5.2 million via social media, digital web banners, and outdoor advertising.
- The fourth Annual Burbank Beer Festival, will take place on Saturday October 20th. The event will feature 35 breweries and three tasting blocks with two additional event blocks filled with vendors. With support from Visit Burbank, this year's event will feature three shuttles running between Burbank hotels and Downtown Burbank for guests and event attendees. Those who book a hotel for October 20th on visitburbank.com will also receive two complimentary tickets to session one of the event. Ticket sales have been diminishing since 2016, staff will be looking for additional promotional opportunities to grow and transform this event for 2019.
- The third annual Winter Wine Walk will take place on Saturday November 17th. This event is growing in all aspects with new event vendors and wineries coming on board and an increase in event ticket sales. This year, the event will also feature a special VIP area on the Burbank Town Center's dining terrace with specialty tastings and food sampling available to those who pay a higher ticket price. Visit Burbank also supports this event with sponsorship to market and attract visitors within drive time markets to Burbank.





# memorandum

**DATE:** November 6, 2018

**TO:** Ron Davis, City Manager

**FROM:** Patrick Prescott, Community Development Director   
Via: Simone McFarland, Assistant Community Development Director-  
Business and Economic Development 

**SUBJECT: BURBANK HOSPITALITY ASSOCIATION (BHA) MEETING SYNOPSIS –  
OCTOBER 8, 2018**

- Sat Bisla and Monte Malone of A&R Worldwide presented a sponsorship opportunity to the board for MUSEXPO 2019. MUSEXPO is a music, media, and technology event that will attract more than 1,000 music industry executives to Burbank from March 24th-27th at the Castaway. The event will consist of conferences during the day, and evening music showcases dedicated to developing artists. MUSEXPO has already confirmed 400 room nights at Burbank hotels. The BHA approved a \$20,000 sponsorship for this event.
- The Board reviewed and approved a professional services agreement with Robin Faulk Marketing for 2018-19.
- The Strausberg Group presented an overview of the new ad campaign *A Better Way to See LA* to the Board. The campaign features new photography, updates to the website, new digital campaigns, and accompanying social media advertising.
- The Board considered amendments to the ONE Burbank Service Agreement proposed by Counsel. The amendments clarify that the BHA is not responsible for the costs related to the installation of the hi-speed network service.
- Staff shared information and updates from the City's recently commissioned Tourism Impact Report. It was reported that the visitor economy in Burbank is expanding and generating business sales, employment, income, and tax revenues. Visitors to Burbank spent \$829.3 million in 2017 and generated \$154 million in tax revenue.



**DATE:** November 5, 2018

**TO:** Ron Davis, City Manager

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

**SUBJECT: MANAGEMENT AGREEMENT WITH TOUCHSTONE FOR DEBELL GOLF COURSE**

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This memo is a follow-up to the September 25, 2018 memo that provided an update on the search for a new operator of the DeBell Golf Course. After an extensive selection process which included interviews, site visits, and reference checks, staff selected Touchstone Golf, LLC as the new operator of DeBell Golf Club. Touchstone has a 12-year track record of success in cost effectively managing golf courses, delivering a first-class experience for golfers, providing a stimulating workplace for employees, and optimizing operational and financial outcomes for the golf course owners. They currently manage a total of 35 golf courses in nine states, 15 are in California. It is important to note that 29 of the golf courses they manage are public golf courses, with 12 being municipal or government golf courses.

As proposed, Touchstone will provide full-service day-to-day management of the DeBell Golf Course 18-hole golf course, par-3 golf course, driving range, food and beverage (F&B), and landscape and golf maintenance. They will handle all hiring of personnel and marketing, oversee accounting and payroll, plan and implement special events and tournaments, and work with the City to develop and implement a short and long range capital improvement plan.

On October 11, 2018, the Touchstone management team met with key DeBell staff from the golf, F&B, and landscape and maintenance operation areas. Additionally, staff facilitated a meeting with representatives from all four golf clubs, and a meeting with staff. Later that evening staff and Touchstone provided the Parks and Recreation Board with an update on the general terms and conditions of the DeBell Golf Course agreement. The intention of these meetings was multi-fold. It provided Touchstone an opportunity to better understand the existing day-to-day operations, tour the facility to help them assess needed equipment and improvements, introduce themselves to stakeholders, and last but not least to receive valuable input from stakeholders.

Staff has made significant progress in the negotiations for a Management Agreement with Touchstone Golf. As we finalize the terms and conditions of the Agreement, I wanted to share with you some of the key terms and conditions for your review and input.

The following are some of the terms and conditions discussed to date:

1. The proposed terms for the Management Fee Agreement is for five (5) years with one (1) option for extension for an additional five (5) year period.
2. The City will pay Touchstone \$8,000 per month for their services. This fee will remain at \$8,000 over the entire term of the agreement, up to 10 years.
3. All revenue generated at DeBell will be deposited in a special account to be used for all Council approved operational and capital expenses.
4. Touchstone along with staff will develop an annual operating budget and revenue projections that will be included as part of the City's annual budget, and approved by City Council.
5. Touchstone will also develop a vision and objectives for facility conditions, develop a detailed turf, landscape, and tree maintenance plan, and hope to address all of the deferred maintenance. Maintenance costs will be included in the annual budget.
6. There is also a revenue sharing component, whereby Touchstone would be eligible to earn 15% of any increases in annual Net Operating Income (NOI) over the prior year. Staff and Touchstone have not finalized the initial term, as such the NOI has not been established.
7. All current golf course, F&B, and landscape and maintenance employees will be provided the opportunity to continue employment under Touchstone.
8. A DeBell leadership team will be established to include a: General Manager, Golf Professional, F&B Director and Golf Course Superintendent.
9. DeBell golf fees and membership programs will remain the same until such time that Touchstone has reviewed all pricing at DeBell to make sure the price points create the right value. Any proposed changes in fees will need to be approved by the City Council.
10. Touchstone will meet regularly with DeBell golf club representatives to gather input for facility improvements and plan special events.
11. Touchstone is committed to improving the DeBell golf course and service experience. Their approach to branding the DeBell experience applies to all guests, golfers and non-golfers. They will focus on loyalty programs, memberships, events, tournaments, and customer service.
12. Touchstone will coordinate a wide range of special golf events including corporate golf outings, and tournaments. They will also host community events such as an Egg-Hunt, First Responders Day; Nine, Wine, and Dine; Canine Invitational; Glow ball night golf; and events for singles.
13. They will promote instruction programs for player development for all ages and skill levels. They will support Burbank high schools' golf programs, junior golfers, and at-risk-youth to continue to grow the game.

As previously mentioned, staff is making significant progress with negotiations, and plans to present an agreement for the City Council's consideration on November 27. Should the agreement be approved at the November meeting, Touchstone will assume operations of the golf and landscape maintenance on December 1. They plan on assuming the F&B operations on January 1, 2019, upon termination of the Concessionaire Agreement with the Canyon Grille. However, it is important that you are aware of recent communications with the Concessionaire.

Understandably Mr. Tom Shayman, president of Canyon Grille, is unhappy that he will not continue operating the food and beverage at DeBell. We understand this has been a tremendously difficult situation for him, and certainly something he hadn't anticipated. And although staff has been empathetic, honest, fair and transparent with him through the unexpected dissolution of his agreement with the previous operator, a negotiated short-term contract with the City, and the RFP process, Mr. Shayman is angry. Through his actions and emails, he has demonstrated a lack of professionalism expected from a City contracted operator. In the short time the City has had an agreement with Mr. Shayman, he has been delinquent in his monthly rent payment, failed to renew his liquor license prior to the due date of July 31, 2018, and has threatened an anticipatory breach of his contract with the City stating his intention to not fulfill the required terms of his agreement.

Mr. Shayman ultimately agreed to work with Touchstone to pay the owed fines and penalties on the existing liquor license on the day (October 31, 2018) it was to be revoked by the Alcohol and Beverage Control Department. Further, he agreed to transfer the license to the City through Touchstone which will be about a four to six-week process. As of the writing of this memo, it remains unclear what day Mr. Shayman plans to stop operations. Moreover, he intimated on numerous occasions that weekends through the end of the year were booked. However, he has not been forthcoming on his plans to address these parties should he terminate operations prior to December 31, 2018, and hasn't responded to the City's multiple requests for information on all upcoming events for which he agreed to and took deposits.

While it is unfortunate that Mr. Shayman is not fully cooperating, this short-term experience with him has highlighted the need to find a different business model for the concessionaire moving forward.

In the end, staff is optimistic that we are headed in the right direction with an extremely knowledgeable and professional golf company who has provided sound advice and assistance throughout this very difficult process. They appear to be an excellent partner for the City, golf community and entire Burbank community.





## CITY OF BURBANK FINANCIAL SERVICES DEPARTMENT MEMO

**DATE:** November 6, 2018

**TO:** Ron Davis, City Manager

**FROM:** Cindy Giraldo, Financial Services Director

**SUBJECT:** **Historical Review of Employee Overtime and Safety Overtime Reimbursement**

At the October 27, 2018 City Council meeting, an analysis of reimbursed employee overtime was requested. Attached please find a report detailing total employee overtime by department including reimbursed safety overtime. The report shows annual totals from 2015 through 2018 (partial year).

Please advise if additional information is required.

**City of Burbank (COB)  
Overtime Costs by Department  
2015**

YEAR 2015

Department	OT Paid by COB	Safety OT Reimbursed to COB	Total OT Earned by COB employees
BWP:BURBANK WATER AND POWER DPT	\$ 3,022,684.89		\$ 3,022,684.89
CA:CITY ATTORNEY DPT	\$ 65.27		\$ 65.27
CC:CITY CLERK DPT	\$ 5,152.78		\$ 5,152.78
CD:COMM DEVELP DPT	\$ 17,523.61		\$ 17,523.61
CM:CITY MANAGER DPT	\$ 385.25		\$ 385.25
CT:CITY TREASURER DPT	\$ 272.68		\$ 272.68
FD:FIRE DPT	\$ 3,130,349.74	\$ 879,205.07	\$ 4,009,554.81
FN:FINANCE DPT	\$ 2,085.44		\$ 2,085.44
IT:INFO TECH DPT	\$ 19,062.80		\$ 19,062.80
LB:LIBRARY DPT	\$ 3,640.79		\$ 3,640.79
MS:MGMT SERVICES DPT	\$ 941.85		\$ 941.85
PD:POLICE DPT	\$ 3,314,374.31	\$ 306,723.61	\$ 3,621,097.92
PR:PARKS & RECREATION DPT	\$ 116,733.78		\$ 116,733.78
PW:PUBLIC WORKS DPT	\$ 255,981.20		\$ 255,981.20
<b>Grand Total</b>	<b>\$ 9,889,254.39</b>	<b>\$ 1,185,928.68</b>	<b>\$ 11,075,183.07</b>

**Notes**

- \* "OT Paid by COB" accounts for all overtime costs that were paid directly by the City.
- \* "Safety OT Reimbursed to the COB" accounts for all overtime costs that were paid to COB safety employees (police and fire) but were ultimately reimbursed to the City.
- \* "Total OT Earned by COB Employees" is the combination of overtimes costs that were paid by the City and reimbursed to the City.

**City of Burbank (COB)  
Overtime Costs by Department  
2016**

YEAR 2016

Department	OT Paid by COB	Safety OT Reimbursed to COB	Total OT Earned by COB employees
BWP:BURBANK WATER AND POWER DPT	\$ 3,091,789.22		\$ 3,091,789.22
CC:CITY CLERK DPT	\$ 923.33		\$ 923.33
CD:COMM DEVELP DPT	\$ 15,197.80		\$ 15,197.80
CM:CITY MANAGER DPT	\$ 423.66		\$ 423.66
FD:FIRE DPT	\$ 3,513,923.12	\$ 1,239,895.98	\$ 4,753,819.10
FN:FINANCE DPT	\$ 161.54		\$ 161.54
IT:INFO TECH DPT	\$ 18,132.94		\$ 18,132.94
LB:LIBRARY DPT	\$ 2,771.23		\$ 2,771.23
MS:MGMT SERVICES DPT	\$ 1,238.63		\$ 1,238.63
PD:POLICE DPT	\$ 3,442,137.63	\$ 336,165.92	\$ 3,778,303.55
PR:PARKS & RECREATION DPT	\$ 118,584.16		\$ 118,584.16
PW:PUBLIC WORKS DPT	\$ 218,021.23		\$ 218,021.23
<b>Grand Total</b>	<b>\$ 10,423,304.49</b>	<b>\$ 1,576,061.90</b>	<b>\$ 11,999,366.39</b>

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**City of Burbank (COB)  
Overtime Costs by Department  
2017**

YEAR 2017

Department	OT Paid by COB	Safety OT Reimbursed to COB	Total OT Earned by COB employees
BWP:BURBANK WATER AND POWER DPT	\$ 3,191,716.69		\$ 3,191,716.69
CC:CITY CLERK DPT	\$ 4,242.11		\$ 4,242.11
CD:COMM DEVELP DPT	\$ 30,620.46		\$ 30,620.46
CM:CITY MANAGER DPT	\$ 221.09		\$ 221.09
FD:FIRE DPT	\$ 3,838,027.63	\$ 1,534,569.83	\$ 5,372,597.46
FN:FINANCE DPT	\$ 299.81		\$ 299.81
IT:INFO TECH DPT	\$ 7,079.55		\$ 7,079.55
LB:LIBRARY DPT	\$ 4,203.16		\$ 4,203.16
MS:MGMT SERVICES DPT	\$ 4,095.17		\$ 4,095.17
PD:POLICE DPT	\$ 3,032,385.32	\$ 695,828.16	\$ 3,728,213.48
PR:PARKS & RECREATION DPT	\$ 110,336.34		\$ 110,336.34
PW:PUBLIC WORKS DPT	\$ 346,180.84		\$ 346,180.84
<b>Grand Total</b>	<b>\$ 10,569,408.17</b>	<b>\$ 2,230,397.99</b>	<b>\$ 12,799,806.16</b>

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**City of Burbank (COB)  
Overtime Costs by Department  
2018 (as of 8/23/18)**

YEAR 2018

Department	OT Paid by COB	Safety OT Reimbursed to COB	Total OT Earned by COB employees
BWP: BURBANK WATER AND POWER DPT	\$ 1,953,009.92		\$ 1,953,009.92
CC: CITY CLERK DPT	\$ 93.33		\$ 93.33
CD: COMM DEVELP DPT	\$ 11,063.78		\$ 11,063.78
CM: CITY MANAGER DPT	\$ 131.25		\$ 131.25
CT: CITY TREASURER DPT	\$ 1,373.26		\$ 1,373.26
FD: FIRE DPT	\$ 2,528,616.36	\$ 858,364.55	\$ 3,386,980.91
IT: INFO TECH DPT	\$ 5,179.16		\$ 5,179.16
LB: LIBRARY DPT	\$ 1,596.33		\$ 1,596.33
MS: MGMT SERVICES DPT	\$ 742.19		\$ 742.19
PD: POLICE DPT	\$ 1,959,021.44	\$ 307,207.53	\$ 2,266,228.97
PR: PARKS & RECREATION DPT	\$ 79,413.37		\$ 79,413.37
PW: PUBLIC WORKS DPT	\$ 274,331.74		\$ 274,331.74
<b>Grand Total</b>	<b>\$ 6,814,572.13</b>	<b>\$ 1,165,572.08</b>	<b>\$ 7,980,144.21</b>

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**City of Burbank (COB)**  
**Overtime Costs by Department**  
**2015 to 2018 (as of 8/23/18)**

YEAR (All)

Department	OT Paid by COB	Safety OT Reimbursed to COB	Total OT Earned by COB employees
BWP:BURBANK WATER AND POWER DPT	\$ 11,259,200.72		\$ 11,259,200.72
CA:CITY ATTORNEY DPT	\$ 65.27		\$ 65.27
CC:CITY CLERK DPT	\$ 10,411.55		\$ 10,411.55
CD:COMM DEVELP DPT	\$ 74,405.65		\$ 74,405.65
CM:CITY MANAGER DPT	\$ 1,161.25		\$ 1,161.25
CT:CITY TREASURER DPT	\$ 1,645.94		\$ 1,645.94
FD:FIRE DPT	\$ 13,010,916.85	\$ 4,512,035.43	\$ 17,522,952.28
FN:FINANCE DPT	\$ 2,546.79		\$ 2,546.79
IT:INFO TECH DPT	\$ 49,454.45		\$ 49,454.45
LB:LIBRARY DPT	\$ 12,211.51		\$ 12,211.51
MS:MGMT SERVICES DPT	\$ 7,017.84		\$ 7,017.84
PD:POLICE DPT	\$ 11,747,918.70	\$ 1,645,925.22	\$ 13,393,843.92
PR:PARKS & RECREATION DPT	\$ 425,067.65		\$ 425,067.65
PW:PUBLIC WORKS DPT	\$ 1,094,515.01		\$ 1,094,515.01
<b>Grand Total</b>	<b>\$ 37,696,539.18</b>	<b>\$ 6,157,960.65</b>	<b>\$ 43,854,499.83</b>

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