



Weekly Management Report

December 30, 2022

- 1. Memo** **Downtown Burbank Winter Wine Walk 2022**
Community Development Department

- 2. Minutes** **Civil Service Board Meeting**
on December 7, 2022
Management Services Department

MEMORANDUM



COMMUNITY DEVELOPMENT



DATE: December 16, 2022

TO: Justin Hess, City Manager

FROM: Patrick Prescott, Community Development Director 
VIA: Simone McFarland, Asst. Community Development Director 
Mary Hamzoian, Economic Development Manager 
BY: Marissa Minor, Senior Economic Development Analyst

SUBJECT: Downtown Burbank Winter Wine Walk 2022

Burbank Economic Development manages the efforts of the Downtown Burbank Business Improvement District (PBID) by developing strategies and initiatives that enhance visitation and increase consumer spending in Downtown Burbank. One such initiative was the return of the annual Burbank Winter Wine Walk event (Wine Walk) that took place on Saturday, November 12, 2022, from 12:00 p.m. to 8:00 p.m. After a two-year hiatus due to the Pandemic, the Wine Walk helped kick-off the holiday season in Downtown Burbank.

The event started at 12:00 p.m. with a free street fair featuring local artisans and vendors. At 4:00 p.m. the ticketed wine tasting portion of the event began, showcasing more than 40 wineries and breweries inside of businesses and at special tasting areas along San Fernando Boulevard. Additionally, Wine Walk VIP ticket holders were granted access to a special lounge on the Burbank Town Center Terrace which featured gourmet food, premium wines, and special entertainment.

Event highlights include:

- 15,000 attendees to the Wine Walk and Street Fair
- 1,500 tickets sold for Wine Walk
 - Including guests from: Nevada, Colorado, North Carolina, and New York
- 18 Downtown Burbank businesses participating as wine tasting locations
- A promotional marketing reach of 2.5M+ from ads, social media, and publicity

In partnership with the PBID, Economic Development staff developed a marketing campaign through the sister organization Visit Burbank for the Wine Walk which included

Google ads, social ads on Instagram and Facebook, partnerships with three influencers, and a ticket giveaway in partnership with Metrolink. These efforts resulted in a total audience reach of 271K.

Following the event, staff conducted a follow-up survey of Downtown Burbank business and property owners. Results of the survey were as follows:

- Sixty-seven business responded to the survey;
- 30% of businesses experienced a 10% - 20% increase in customers;
- 28% of businesses reported a 10% - 20% increase in sales for the day, and
- 85% of respondents would like the Wine Walk to return in 2023.

Events are a key component of the success of Downtown Burbank as they attract new visitors to the area each year. One of the goals of the Economic Development Team and the PBID is to increase visitation and revenue for the businesses in Downtown Burbank, the Wine Walk event has proven to be a successful strategy in achieving this goal.

December 7, 2022
4:30 p.m.

The regular meeting of the Civil Service Board was held in the Council Chambers of City Hall.

Roll Call

Members present: Richard Ramos, Vice-Chairperson
Jacqueline Waltman, Chairperson
Matthew Doyle, Secretary
Linda Barnes
Iveta Ovsepyan

Also present: Daniel Amaya, Administrative Analyst I
James Compton, Assistant General Manager - BWP
Kevin Gray, Chief Information Officer
Brady Griffin, Acting Ast Management Services Director
David Lasher, Administrative Analyst II
Teresa Lord, Assistant Chief Information Officer
Betsy McClinton, Management Services Director
Jina Oh, Chief Assistant City Attorney
Mario Osuna, Assistant CD Director – Building Official
Karen Pan, Transportation Services Manager
April Rios, Human Resources Manager
Rene Sanchez, Acting Human Resources Manager
Jessica Sandoval, Executive Assistant

Future Agenda Items

None.

Open Public Comment Period of Oral Communications

None.

Approval of Minutes

MOTION CARRIED: It was moved by Ms. Ovsepyan, seconded by Ms. Barnes and carried 4-0 to approve the minutes of the regular meeting of October 5, 2022 and November 2, 2022.

Employment of Relatives Administrative Procedure

RECOMMENDATION: Note and file.

Proposed Amendments to Classification Plan**a. Establishment of the Title and Specification for the Classification of Community Services Officer**

Staff informed the Board that they need to pull this item from the agenda.

b. Establishment of the Title and Specification for the Classification of Principal Communication Network Engineer

MOTION CARRIED: It was moved by Ms. Barnes, seconded by Mr. Doyle and carried 5-0 to approve the establishment of the title and specification for the classification of Principal Communication Network Engineer.

c. Establishment of the Titles and Specifications for the Classifications of Systems Engineer, Lead Systems Engineer, and Principal Systems Engineer

MOTION CARRIED: It was moved by Ms. Ovsepyan, seconded by Mr. Ramos and carried 5-0 to approve the establishment of the titles and specifications for the classifications of Systems Engineer, Lead Systems Engineer, and Principal Systems Engineer.

Recruitment and Selection Report – October and November 2022

RECOMMENDATION: Note and file.

Appointments and Assignments

There were retroactive extensions needed due to the cancellation of the regularly scheduled Board meeting on November 2, 2022. The retroactive extensions were for two provisional appointment extensions, two temporary appointment extensions, and two temporary assignment extensions. The extensions were being sought on behalf of the Public Works Department, the City Attorney's Office, the Management Services Department, and the Community Development Department.

For the month of December 2022, there was one temporary assignment extension. The extension was being sought on behalf of the Burbank Water and Power Department.

MOTION CARRIED: It was moved by Mr. Doyle, seconded by Ms. Ovsepyan and carried 5-0 to approve the retroactive Appointments and Assignments for the month of November 2022 and the Appointments and Assignments for the month of December 2022.

Adjournment

The regular meeting of the Civil Service Board was adjourned at 5:14 p.m.

Julianne Venturo
Assistant Management Services Director

APPROVED:

Jacqueline Waltman, Chairperson

DATE _____

Matthew Doyle, Secretary

DATE _____