



Weekly Management Report

November 4, 2022

- 1. Memo** Landlord-Tenant Commission
Meeting on October 03, 2022
Community Development Department

- 2. Memo** Small Business Assistance Forgivable Loan
Program Wrap-Up
Community Development Department

- 3. Synopsis** Downtown Burbank Partnership (PBID)
Meeting on October 6, 2022
Community Development Department

- 4. Minutes** Downtown Burbank P-Bid Board Meeting
on October 6, 2022
Community Development Department

- 5. Memo** Recruitment Report – End of October 2022
Management Services Department



MEMORANDUM



COMMUNITY DEVELOPMENT

DATE: October 28, 2022

TO: Justin Hess, City Manager

FROM: Patrick Prescott, Community Development Director 
VIA: Simone McFarland, Assistant Community Development Director 

SUBJECT: **Landlord-Tenant Commission Meeting – October 3, 2022**




- Staff announced that former Vice Chair Darin Chase resigned from the Landlord-Tenant Commission earlier in the day. The City Clerk’s office was notified.
- Six members of the public attended the in-person meeting. Three member had questions for the Commission related to rent increases, required notices, evictions, and AB 1482. The other three members of the public in attendance were listening for educational purposes. The Commission provided information and resources to the tenants.
- The Commission appointed Commissioner Ingalsbee as the new Vice Chair, replacing Darin Chase, to serve for the remainder of the term ending August 2023.
- The Commission approved the draft minutes of September 12, 2022.
- The Commission discussed the Housing Rights Workshop (HRC) that took place on August 31, 2022. The workshop provided information on protections for evictions, and non-payment of rent due to COVID-19 financial hardship. The Commission expressed the desire to participate in future presentations by HRC as appropriate.
- Staff followed-up on various Commission requests: Commissioners can utilize google voice numbers when working with the public to keep numbers private; business cards will continue to be general; and the only change to date for the in-person meetings is for the opportunity for the public to participate remotely for oral communications. City Council has not authorized the entire meeting be broadcast via Zoom.
- The meeting adjourned at 7:26 p.m.

MEMORANDUM



DATE: October 24, 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: Aida Ofsepan, Economic Development Analyst I

SUBJECT: Small Business Assistance Forgivable Loan Program Wrap-Up

BACKGROUND

On May 19, 2020, City Council approved the first round of the Small Business Assistance Forgivable Loan Program (Program) utilizing \$414,104 in CARES Act funding to provide forgivable loans on a first-come, first-served basis or until funding is fully expended, to small businesses and micro-enterprises impacted by the COVID-19 Pandemic (Pandemic). On March 2, 2021, City Council approved the second round of funding for the Program utilizing an additional \$1 million in funding through the CARES Act. Both rounds of the Program were administered by the California Community Economic Development Association (CCEDA) in collaboration with City staff from the Economic Development and Housing Division.

SMALL BUSINESS ASSISTANCE FORGIVABLE LOAN ROUND ONE

Small businesses with two to twenty employees and micro-enterprises impacted by the Pandemic were eligible to receive \$5,000 to \$10,000 in grants. Applications opened on June 29, 2020, and closed on Wednesday, July 1, 2020, due to the high influx of applications received. In order to qualify for the Program businesses had to meet the following criteria:

1. A micro-enterprise must be a Burbank resident and business owner with five (5) or fewer employees (contractor, gig worker, or entrepreneur).
2. The annual household income for micro-enterprise must be at or below the Low-Income Level.
3. A small business must be located in Burbank with at least two (2) but fewer than twenty (20) employees.
4. Small businesses must create or retain one (1) full-time equivalent position for a low-income employee.

5. The business must have been financially impacted by the Pandemic resulting in unpaid, extended, or soon-to-be-due delinquent operating expenses, such as rent, utilities, inventory, taxes, etc.
6. Businesses were deemed ineligible if they received prior funds through Emergency Disaster Loans or Payroll Protection Program Loans.

A total of 104 applications (72 micro-enterprise and 32 small business) were received. CCEDA and City staff reviewed all 104 applications for completeness and eligibility requirements; thereafter, a total of 41 applicants commenced the full application process. Of the 41 applicants, a total of 22 businesses were deemed eligible to receive funding, 21 were micro-enterprise businesses, and (1) one small business. The total allocation for Round One of the Small Business Assistance Loan Program was \$414,104 of which \$115,000 was used to fund 22 businesses, \$28,387 was used for administrative costs and \$270,716 was still available for Round Two.

While the initial round of lending was effective; the full amount of \$414,104 was not expended due to restrictions that were placed on the eligibility requirements of applicants. Several businesses and micro-enterprises that applied to the Program were deemed ineligible because they received prior CARES Act funding or they were unable to provide the necessary documents to complete the application process. Had a waiting list of qualified businesses been available, CCEDA would have had a larger pool of businesses to provide financial assistance to.

Small Business Forgivable Loan Round Two

On March 2, 2021, City Council approved the second round of funding for an additional \$1,000,000 through the CDBG Cares Act re-opening the Program. With the addition of the \$270,716 from Round One, the City had approximately \$1.2 million in funding to continue helping struggling businesses.

Based on the results of Round One, staff implemented changes to the eligibility requirements for Round Two, which entailed the following:

1. Creating a waiting list of businesses that could be reviewed for eligibility after the application period had ended.
2. Eliminating the restriction for businesses that received prior CARES Act Funding since this was the main barrier to entry for most businesses in Round One.
3. Increasing loan amounts for micro-enterprise loans from \$5,000 to \$10,000 and for small businesses from \$10,000 to \$20,000 and allowing Round One recipients the ability to receive additional funds.
4. Requiring that businesses be up-to-date on their Burbank Water and Power (BWP) utility bills, since BWP was having difficulty in collecting arrears from businesses.
5. Changing the eligibility of a small business based on the number of employees to two (2) to less than 200 employees (previously two (2) to 20 employees).

Round Two of the Program launched on March 22, 2021, and closed on, April 5, 2021, after receiving 345 applications. Eligible businesses including self-employed contractors, entrepreneurs, gig workers, or businesses with less than 200 employees were able to receive assistance between \$10,000 to \$20,000.

A total of 345 applications were received in Round Two. In partnership with CCEDA, a total of 148 applications were reviewed for completeness and eligibility requirements; thereafter, 73 applicants were considered eligible to receive funding and 75 applicants were either deemed ineligible or were denied due to not meeting the Program requirements. The remaining 197 applicants were placed on a waiting list. Of the 73 businesses that received funding, 31 were micro-enterprise businesses, and 32 were small businesses. City staff provided one-on-one assistance to businesses to ensure that they completed their applications and provided financial and supporting documents to CCEDA for the loan.

Round One & Two Funding Results

	Round One	Round Two	Total
CARES Act Funding	\$414,104	\$1,270,716.50	\$1,414,104
Loan Distribution	\$115,000	1,133,716.50	1,248,716.5
Admin Cost	\$28,387.50	\$115,875	\$144,262.5
Micro-Enterprise Loa	21	31	52
Small Business Loans	1	42	43
Total	22	73	95
Available Funds	\$270,716.50	\$21,125	\$21,125

A total of \$1,248,716 were used to fund 95 businesses during Round One and Round Two of the Program. The Program is currently closed and the remaining \$21,125 in available funds was transferred to CDBG account number 122.CD25A.63051.0000.23918. Some of the funds have been utilized for COVID-19-related CDBG consulting services and the remaining will be used for CDBG administrative expenses.

MEMORANDUM



COMMUNITY DEVELOPMENT



DATE: October 25, 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: Aida Ofsepan, Economic Development Analyst I

SUBJECT: Downtown Burbank Partnership (PBID) Meeting – October 6, 2022

- Staff presented an update on the six-month Pilot Valet Parking Program (Program) which began on July 7th. It was reported that in July a total of 91 cars were parked, in August a total of 48 cars, and 103 cars used valet services in the month of September. The Program runs Thursday – Saturday from 5 PM – 11 PM and Sunday from 4 PM – 10 PM. Staff will be conducting a program survey in October to gain Program feedback from Downtown property owners and businesses.
- The board voted to approve a retroactive sponsorship of \$5,000 for the 2022 Burbank International Film Festival.

**DOWNTOWN BURBANK P-BID BOARD MEETING
MINUTES FOR MEETING OF OCTOBER 6, 2022**

9:00 A.M. - 10:00 A.M.

150 N. Third Street, Room 101 Burbank, CA 91502

- Members Present:** Michael Cusumano, Cusumano Real Estate Group, **Chair**
James O'Neil, Crown Realty & Development, **Vice Chair**
Ted Slaughter, The Village Walk, **Secretary**
Parham Yedidsion, Evolution Strategic Partners LLC
Dominick Scarola, North End Pizzeria
Christine Deschaine, Kennedy Wilson
Patrick Prescott, Community Development Director
Judie Wilke, Assistant City Manager
- Members Absent:** Brett Warner, Lee and Associates
Barbara Holliday, Flappers Comedy Club (non-voting)
- Members from the Public:** Al Leifer, Downtown Burbank property owner
Chuck and Rita Zidell, Downtown Burbank property owners
Sam Merritt, StreetPlus Team Lead
Aileen Morales, StreetPlus Vice President of Operations
- Department Key Staff:** Mary Hamzoian, Community Development Dept.
Marissa Minor, Community Development Dept.
Aida Ofsepian, Community Development Dept.
Teresa Mackey, Downtown Burbank Partnership Bookkeeper

The Board meeting was called to order at 9:00 a.m., on Thursday, October 6, 2022.

A. Roll Call

B. Announcements

- Staff announced the following "Now Open/Coming Soon" businesses: Ciderworks at Story Tavern, Dunkin', Jersey Mike's, and Kalaveras.
- **ICSC Western Update:** Staff attended the ICSC Western conference in San Diego last week to share the PBID's broker outreach materials and attend informational seminars. Staff connected with several merchants and brokers including Philz Coffee and Qdoba and will be following up with the event connections as well as continuing to outreach to additional desirable tenants for Downtown Burbank.
- **Audit Update:** Downtown Burbank is currently in the process of working with LSL Accounting to complete the required 2021 audit of financial services. The report is expected to be completed in November.
- **Winter Wine Walk:** Wine Walk event tickets are now on sale and recruitments for merchant tasting locations have begun. The event will take place on November 12th from 12 PM – 8 PM with a holiday street fair and live entertainment. The ticketed portion of the event will occur from 4 PM – 7 PM. Santa's VIP Lounge will again be held on the Burbank Town Center terrace, and staff is working with Urban Press

Winery to host a special area in the VIP Lounge. Staff is expecting 40+ tasting locations and more than 1,500 ticket sales for the event. The event plans to attract 15,000 attendees.

- **Holiday Décor:** Downtown Burbank holiday décor installation will begin on October 26th and be completed before the Winter Wine Walk on November 12th. Décor will include the annual 36' walkthrough tree, garland-wrapped light poles, light-wrapped trees along San Fernando Blvd. with starburst ornaments, and a star canopy on Palm Ave. In place of the décor that was previously installed at the Ice Rink, the district will be installing new photo-op set pieces, a walk-thru lit ornament, and upgraded paseo décor in Zone 3.
- **Downtown Burbank Maintenance Update:** The City of Burbank entered into an agreement with a new maintenance company named Parkwood. Staff is working to add an addendum to that contract for maintenance services specifically for the Downtown. SteetPlus has picked up the work by emptying the trash bins regularly and Public Works aids in the power washing and deep cleaning of the district. The board was also informed that one-time funding will be sought from Council to use for major improvements in Downtown.

C. Public Comment

Al Leifer, property owner of Kalaveras and Mama Hong's introduced himself to the Board.

Chuck Zidell, Downtown Burbank property owner, expressed concerns about the future of San Fernando Blvd. to the Board including concerns for closure of San Fernando Blvd. Mr. Zidell also noted that the alleyway between Olive Blvd. and Orange Grove Ave. as well as the walkway from San Fernando Blvd. will be better maintained going forward as the area is highly trafficked. Mr. Zidell had noted an increase in amount of litter and neglected plants in that area as well. Lastly, Mr. Zidell expressed concerns about the valet parking and his feeling that it reduces public parking.

D. Response to Public Comments

The Board voiced that with the new maintenance company the concerns of Mr. Zidell will be addressed. City staff also noted that a one-time influx of funding for maintenance and infrastructure would be request at the mid-year budget to help improve the Downtown.

E. Approval of Minutes

ACTION ITEM

The minutes for the July 7, 2022, meeting were presented for approval. Julie Wilke made a motion to approve the minutes as presented, seconded Dominick Scarola; motion carried 8-0.

F. Treasurer's Report

ACTION ITEM

The Treasurer's report as of July 31, 2022, was presented to the Board by Treasurer Dominick Scarola. Mr. Scarola noted that the PBID currently has assets totaling \$661,208. Staff shared that the monthly reports are based on what has been reconciled by the City Treasurer to date. The Board reviewed the report as presented,

and Julie Wilke made a motion to approve the Treasurer's report, seconded by Jim O'Neil; motion carried 8-0.

G. StreetPlus Update

StreetPlus Team Lead Sam Merritt presented an update on the September Hospitality and Social Outreach happenings. Mr. Merritt noted that recently there has been an increase in graffiti throughout Burbank. Reasons for the graffiti uptick could be an increase in homeless individuals and skaters coming to Burbank. The City has only one contractor for graffiti removal; therefore, the Ambassadors have been supplied with paint colors to paint over the electrical boxes in the district. Aileen Morales, StreetPlus Vice President of Operations, added that the StreetPlus Homeless Services Liaison (HSL) is doing extensive work to reconnect unhoused individuals with their families or provide better services and resources to get these individuals off the streets. Board Member Parham Yedidsion stated that he would like to see regular Police presence in Downtown. He suggested engaging with the Police Department to arrange a daily foot patrol of the Downtown. It was agreed that staff will invite members of the Burbank Police Department to present at the next meeting and provide resources and information to the Board.

H. Board Vacancy Update

With the resignation of Frank Gangi and Michael De Leon, the PBID has two available Board seats to fill. The Board had expressed active interest in having representatives from the Burbank Town Center and Zone 3 serve on the board. Applications are still pending, and staff is connecting with the new Burbank Town Center General Manager who recently started his position. Staff recommended completing the recruitment of qualified candidates once all applications are received as well as re-evaluating the current non-voting Board position. There was no action taken on this item. The item will be brought back to the Board at the November meeting.

9:55am - Judie Wilke left the meeting; the meeting continued with a quorum of 7 board members.

I. Valet Parking Update and City Hall Lot Approval

ACTION ITEM

Staff provided an update on the six-month pilot valet parking program (Program) to the Board including a report from Curbstand for services in the month of September when a total of 103 cars were parked. As a comparison, in July a total of 91 cars were parked and in August a total of 48 cars were parked. The breakeven point for Program expenses is 884 cars/month, therefore the PBID has been charged for July through September services.

Staff also reported that upon review of the license agreement for the use of a portion of spaces in the City Hall Lot, it was determined that the PBID will need to pay for the usage of the allocated spaces on a monthly basis. The Transportation Division determined that based on the monthly permit parking fees for the lot, the cost for this use totals \$1,664 per month. Should the PBID decide to discontinue the use of the lot prior to the Program end date in January 2023, charges would be calculated only for the time the lot was used. This expense will need to be approved by the Board.

Some Board members inquired about the low number of parked cars and potential ways to increase users. Staff reported that in an effort to decrease costs labor had already been reduced, and in conjunction with some additional staffing concerns, temporary service issues occurred. Staff is closely monitoring the Program by periodically checking in with the valet stands to ensure services are sufficient. To increase awareness and encourage use, staff continues to market and promote the Program via website, social media, and targeted advertising. As the Program is nearing its halfway point, staff will be distributing a survey to all businesses and property owners to receive feedback.

After some discussion, Dominick Scarola made a motion for approval of the additional Program expense, seconded by Christine Deschaine; motion carried 7-0.

J. Burbank International Film Festival Sponsorship ACTION ITEM

At the August 2022 PBID Meeting, staff from the Burbank International Film Festival (BIFF) presented a proposal for a sponsorship request of \$5,000 in support of the September 2022 Film Festival. At that meeting, a quorum was not present and so the sponsorship was unable to be considered for approval although the Board members present were generally in favor. Staff reported that the BIFF worked with PBID in August and September to provide sponsorship benefits including logo placement on the BIFF website, and a one-page ad in the virtual event brochure. Additionally, the BIFF partnered with several Downtown Burbank merchants to offer specials for event ticket holders. Staff noted that the PBID did not budget funding for outgoing sponsorships in 2022, therefore if approved, funding would need to come from the PBID's reserve account. James O'Neil made a motion for approval, seconded by Ted Slaughter; motion carried 7-0.

K. On-going Operational Issues ACTION ITEM

Staff requested the Board to consider transferring \$245,000 in funds from the PBID holding account to cover: \$14,500 for the PBID audit, \$45,000 for the Winter Wine Walk, \$123,500 for Holiday Décor, \$5,000 for Burbank Film Festival sponsorship, \$20,000 in marketing expenses, \$30,000 for StreetPlus ambassador services, \$5,000 in legal expenses, and \$2,000 in monthly administrative expenses. Patrick Prescott made a motion for approval, seconded by Ted Slaughter; motion carried 7-0.

L. Future Agenda Items:

- Valet Parking Update
- Police Department Presentation
- Board Applications
- San Fernando Reconfiguration Project

M. Next Scheduled Meeting: November 3, 2022.

N. Adjournment: The meeting adjourned at 9:59 a.m.

MEMORANDUM



**MANAGEMENT
SERVICES**



DATE: November 1, 2022

TO: Justin Hess, City Manager

FROM: Betsy McClinton, Management Services Director
By: Rene Sanchez, Acting Human Resources Manager

SUBJECT: RECRUITMENT REPORT – End of October 2022

Vacancies open to the public (20)

The Management Services Department (MS) is currently accepting applications from the public for these positions.

Assistant City Clerk	Manager Technology (BWP)
(4) Custodian (PW)*	Manager Technology (IT)
Data Engineer (BWP)*	Planning Technician
(17) Facility Attendant II (PT) (Temp)*	(11) Police Recruit or Police Officer*
(6) Firefighter Recruit or Firefighter*	Principal Civil Engineer (PW)*
Human Resources Technician I (Temp)*	Records Manager
Legal Assistant*	Senior Lifeguard*
(14) Lifeguard*	Veterinary Technician
(16) Lifeguard-Instructor*	Workers' Comp Representative III (Temp)*
(2) Locker Room Attendant*	Youth Services Worker (BEST)*

*Continuous opening/open until filled

Vacancies open to City employees (2)

MS is currently accepting applications from City employees only for these positions.

Information Systems Analyst II (BWP)
Principal Clerk (PR)

Recruitment examinations in process (15)

MS is conducting an examination process for these positions. MS estimates it will complete the examination process by the date indicated and will provide a list of candidates eligible for hire to the hiring department.

(2) Admin. Analyst II (MS) (Temp) (Nov 2022)	(2) Jailer (Nov 2022)
Administrative Analyst II (M) (BWP) (Nov 2022)	Legislative Analyst (Nov 2022)
Administrative Analyst II (M) (PR) (Nov 2022)	License & Code Services Inspector II (Nov 2022)
Custodial Supervisor (Nov 2022)	(11) Police Recruit or Police Officer (Nov 2022)
(5) Customer Service Rep II (Nov 2022)	Public Works Journeyman (Nov 2022)
Heavy Equipment Operator (Nov 2022)	Senior Secretary (BWP) (Nov 2022)
Housing Specialist (Nov 2022)	Utility Accounting Analyst (Nov 2022)
	Welder (Nov 2022)

Recruitment examinations completed (56)

MS completed the examination process for these positions. MS gave names of candidates eligible for hire to the hiring department for their internal selection process (typically a final interview). MS is awaiting notice of selection.

Account Clerk (BWP)	(2) Library Page (PT)
(2) Administrative Analyst I (M) (PD)	(14) Lifeguard
Associate Planner	(16) Lifeguard-Instructor
Building Administration Manager	(2) Locker Room Attendant
Buyer I	Marketing Associate
Clerical Worker (PT) (CM)	(3) Parking Control Officer
(4) Communications Operator	(2) Permit Technician
Communications Operator (As-Needed)	(2) Police Cadet (PT)
Communications Technician Trainee	Police Records Technician
(4) Crossing Guard	(11) Police Recruit or Police Officer
Electrical Engineering Associate I	Police Technician
(17) Facility Attendant II (PT) (Temp)	Power Plant Maintenance Trainee
Field Service Representative	Power Plant Operator Trainee
Fire Battalion Chief	(2) Principal Electrical Engineer
(4) Fire Captain	(4) Recreation Leader
Fire Engineer	(7) Senior Clerk (4-PW, PD, 2-BWP)
Fire Inspector I	(2) Senior Electrician
(6) Firefighter Recruit or Firefighter	Senior Groundskeeper
Financial Accounting Manager – BWP (Temp)	Senior Library Assistant
Food Services Aide	Senior Plan Check Engineer
(2) Groundskeeper Helper	Senior Recreation Leader
Information Systems Analyst I (BWP)	Senior Test Technician
(3) Intermediate Clerk (CC, FD, MS)	(3) Senior Tree Trimmer
Irrigation Specialist	(2) Storekeeper
(5) Jailer (As-Needed)	Transportation Operations Supervisor
Legal Secretary	(6) Tree Trimmer
Library Assistant	(3) Utility Worker (PR)
(2) Library Clerk	(9) Work Trainee I (PR)

Recruitments by outside recruitment firms (2)

The City sometimes uses outside firms for certain difficult-to-fill positions and also managerial and executive positions because outside firms have expertise in specific fields, use established networks of quality candidates, and proactively reach out to prospective candidates.

Manager Energy Control Center
Manager Technology (BWP)

Upcoming job openings (25)

MS received notice that these positions are vacant, and they will be open to accept applications soon.

Associate Transportation Planner	Manager Technology (IT)
(2) Civil Engineering Associate	Parking Control Supervisor
Collection Systems Leadworker	(11) Police Recruit or Police Officer
Construction Inspector I	Senior Clerk (FD)
Custodial Leadworker	Senior Control Operator
Electrical Engineering Associate II	Senior Engineering Technician
(5) Groundskeeper	Senior Transportation Planner
(2) Heavy Equipment Operator	(4) Skilled Worker (PW)
(2) Intermediate Clerk (CT, PR)	(6) Technology Product Manager
Junior Engineering Aide-BWP	(3) Tree Trimmer Helper
(2) Laborer	(2) Water Service Planner
(2) Lead Technology Product Manager	Workers' Compensation Representative II
Library Monitor	

Recruitment Plan Update – Police Recruit/Police Officer

There are currently 11 Police Recruit/Police Officer vacancies. There were no candidates hired this month, and we received notice of no additional vacancies (Personnel Requisition) this month. As indicated above, the recruitment for Police Recruit/Police Officer is open continuously. Physical agility examinations will continue to occur once a month, and our pace is to complete 12 this year.

Currently there is one candidate in the onboarding process and following are updates for Police Recruits attending police academies:

- One Police Recruit is anticipated to attend the Rio Hondo Police Academy beginning in November 2022.

Recruitment Plan Update – Firefighter Recruit/Firefighter

There are currently six Firefighter Recruit/Firefighter vacancies. MS staff is proctoring two recruitments. For the purposes of this report, they will be listed as Firefighter Recruitment 1 (FF1) and Firefighter Recruit Recruitment 2 (FF2).

- In FF1, the City is currently accepting applications for the position of Firefighter. This application submittal period will be open continuously until vacancies are filled. Currently there is one candidate in the onboarding process.
- In FF2, a total of 85 candidates were invited to attend a background orientation and applicant packet interview. Of the 73 that appeared, 53 passed the applicant packet interview and are now in the onboarding process.