

MINUTES OF THE MAGNOLIA PARK COMMUNITY ADVISORY COMMITTEE
MARCH 19, 2009
6:30 P.M.

Members Present: Lori Tubert, **Chair**
 Jay Adams
 Kurt Banks
 John Cottrell
 Ian Fagan
 Sean Harkess
 Ira Lippman
 Anthony Scuticchio

Members Absent: Nancy Winogradow, **Vice-Chair**
 Sara Mendez

Department Key Staff: Jack Lynch, Community Development Department
 Gracie Coronado, Community Development Department

Roll Call

The meeting was called to order at 6:35 p.m.

Announcements

Gracie Coronado announced that some new businesses had recently opened in the area: Angel Eyes, a clothing store, located at 3318 W. Magnolia; Encore, located at 3320 W. Magnolia and My Fashion Connection located at 929 N. Hollywood Way; Antiques on the Go had relocated to 888 N. Hollywood Way, next to the Enchanted Florist. She also mentioned that Floyd's Barber Shop located at 1040 N. Hollywood Way would be opening soon.

Approval of Minutes

The minutes for the Special Joint Meeting of November 13, 2008, were approved as written. Jay Adams made a motion for approval, seconded by Ian Fagan; motion carried 8-0.

Public Communication on Agenda Items

There was no one from the public who wished to speak on any Agenda items.

Agenda Items

I. Holiday in the Park

Gracie Coronado announced the November 21, 2008 event had been well attended, and had been heavily advertised with postcards sent out to all of the residents and merchants. For decorations, swags were introduced and Ms. Coronado pointed out that the City picked up the cost for these decorations and the P-BID paid for the removal and storage.

II. 2009 Events

Gracie Coronado discussed the upcoming bike tour which would be held on April 11, 2009. The letters had been sent out to all the merchants. She also mentioned that August 22nd from 3:00 – 7:00 p.m. was the date for the Be-Boppin in the Park event and November 20th was the date for Holiday in the Park.

III. SHOP BURBANK!

Gracie Coronado discussed the various promotional postcards that had been sent out for SHOP BURBANK! for both Christmas and Valentine's Day. Another mailing was being prepared for Mother's Day.

There was a discussion regarding the promotional postcards mailed out for merchant participation. The Committee would like to see the timeframe extended to possibly three weeks. Staff will talk to Robin Faulk about additional turnaround time.

IV. Economic Development Strategy

Jack Lynch discussed the Economic Development Strategy. He said that the main goal was to help existing businesses while at the same time attracting new ones. Staff is working on several items including a restaurant and tourism guide, and expanding SHOP Burbank outreach beyond the City. Staff was also working to create a retail web page to let other cities know what was happening in Burbank. Mr. Lynch also discussed the Downtown Tenant Improvement Program (DTAP) and how the City was working on expanding this program city-wide. Also in the works was a web page targeted towards the residential real estate market.

V. Leasing Sheets

Gracie Coronado distributed the new leasing packets, which included detailed information about the Magnolia Park area, merchant profiles and information on marketing and special events.

VI. Events and Awards

Gracie Coronado mentioned that the Be-Boppin in the Park event had won an award at the Cal Fest conference. They also took first place for the SHOP BURBANK! Let the Bucks Stop Here program.

Agenda Items for Next Meeting

1. Crosswalk Update- Fairview and Lima
2. Tree Trimming Update
3. Report on parking study-Planning Division

Other Business

There was a discussion on sidewalk and street cleaning. It was suggested that cleaning is not being done on Hollywood Way. Jack Lynch said staff would monitor the situation and report back to the Committee. There was also a discussion on the paving of Hollywood Way; the street was in very bad condition. Mr. Lynch said he would talk to Public Works and report back to the Committee on this issue as well.

Adjournment

The meeting adjourned to the next regularly scheduled meeting of Thursday, April 16, 2009 at 6:30 p.m.

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