

Burbank Hospitality Association, Inc.
Special Meeting Agenda
Thursday, March 24, 2016 - 2:00 P.M.
Community Services Building
150 N Third Street
Burbank, CA 91502

A. ROLL CALL

B. ANNOUNCEMENTS

C. PUBLIC COMMENT

At this time, any person may address the Board on any matter related to the T-BID. The public is only allowed to speak at this time.

D. Management District Plan Revision

ACTION ITEM

Staff will present a revised Management District Plan for the Board's review.

E. Trade Show Booth

ACTION ITEM

Staff will present renderings of the Visit Burbank tradeshow booth.

F. Ongoing Operational Issues

ACTION ITEM

G. Future Agenda Items

Board Members may introduce new items for discussion but no action may take place except to place the item on a future agenda.

**ADJOURNMENT TO THE NEXT JOINT MEETING WITH THE DOWNTOWN
BURBANK PARTNERSHIP ON WEDNESDAY, APRIL 20, 2016 AT 4:00 PM, AT THE
RESIDENCE INN BY MARRIOTT.**

<u>Burbank Hospitality Association, Inc. Board Members</u>	<u>Key Staff</u>
Lucy Burghdorf, Bob Hope Airport James Fitzpatrick, Courtyard by Marriott, Secretary Tony Garibian, Coast Anabelle and Safari Inn, Vice-Chair Danny Kahn, Warner Bros. Studio Tours Hollywood Nawar Miri, Holiday Inn Burbank Media Center Patrick Prescott, Interim Community Development Director Alan Puana, Universal Studios Hollywood Richard Sandoval, Burbank Airport Marriott Bernadette Soriano, Springhill Suites Michael Swaney, Residence Inn by Marriott, Treasurer Tom Whelan, Hotel Amarano, Chair	Ruth Davidson- Guerra, Asst. Community Development Director Mary Hamzoian, Economic Development Manager Susie Avetisyan, Economic Development Analyst Marissa Minor, Economic Development Analyst

The BHA Board is comprised of nine members of whom five will be required for a quorum. Regular meetings are held monthly the second Thursday of the month unless that is a City holiday. In that case, the Board will meet the second or last Thursday. The BHA Board's primary function is to conduct business for marketing and advertising Burbank as a first rate tourist and convention destination.

The agenda packet consists of documentation relating to agenda items on file at Economic Development Division of the Community Development Department located at 150 N. Third Street during normal business hours and will be posted on the City's website at www.burbankca.gov. The Burbank Hospitality Association, Inc. meeting is disabled accessible. Auxiliary aids and services are available for individuals with speech, vision or hearing impairments (48-hour notice is required). Please contact the ADA Coordinator at 818.238.5424 voice or 818.238.5035 TDD with questions or concerns.

BURBANK HOSPITALITY ASSOCIATION BOARD MEETING
Minutes for the Special Meeting of March 24, 2015 - 2:00 P.M.
Community Services Building
150 N Third Street Room 104
Burbank, CA 91502

Members Present: Tony Garibian, Coast Anabelle and Safari Inn, **Vice-Chair**
Richard Sandoval, Burbank Airport Marriott
Tom Whalen, Hotel Amarano, **Chair**
James Fitzpatrick, Courtyard by Marriott, **Secretary**
Danny Kahn, Warner Bros. Studio Tours Hollywood
Bart Saucerman, Holiday Inn Burbank Media Center

Members Absent: Lucy Burghdorf, Burbank Bob Hope Airport
Alan Puana, Universal Studios Hollywood
Patrick Prescott, Interim CDD Director
Bernadette Soriano, SpringHill Suites
Michael Swaney, Residence Inn by Marriott, **Treasurer**

Department Key Staff: Ruth Davidson-Guerra, Community Development Dept.
Mary Hamzoian, Community Development Dept.
Susie Avetisyan, Community Development Dept.
Marissa Minor, Community Development Dept.

The Burbank Hospitality Association (BHA) Board meeting was called to order at 3:05 p.m. on Thursday, March 10, 2016.

A. Roll Call

B. Announcements

Bart Saucerman, Director of Operations for the Holliday Inn Media Center, attended in place of Nawar Miri.

C. Public Comment

There were no members from the public present at this time.

D. Management District Plan Revision

ACTION ITEM

Mary Hamzoian informed the Board that upon the Interim City Manager's review of the Management District Plan (MDP) and Resolution of Intention for the T-BID Renewal, additional clarifications were needed. On page eight of the 2016-2026 MDP, the current MDP states that the BHA has the authority to increase or decrease the one percent assessment rate to a maximum of one percent in any given year. The Interim City Manager felt that given that the City Council (Council) approved the formation of the T-BID back in 2011, any potential increase or decrease to the T-BID assessment rate, should be brought back and approved by the Council as well.

Staff added the necessary language incorporating this change to the MDP, which now states that if the BHA recommends any increases or decreases to the current one percent assessment rate, that recommendation must be stated in the current fiscal year's annual report being reviewed and approved by the Council. If approved, the necessary change will take effect the following fiscal year. If denied, the annual report will be approved with the condition that the change in the assessment rate will not take effect.

The Board held some discussion on the matter, and understood that the assessment rate assigned was ultimately Council's decision as initiated during the formation process. Tony Garibian made a motion for approval, second by Richard Sandoval.

E. Trade Show Booth

ACTION ITEM

Susie Avetisyan presented renderings of the Visit Burbank trade show booth for the International Pow Wow conference in June. The 10 x 10 booth featured two 10 foot panels with images of the new marketing campaign. The third panel wall was made up of a green screen for guests to take pictures in front of tourist landmarks in Burbank. The Board was in favor of the trade show booth design and recommended an alternate panel be created in case a green screen component was not feasible for future trade shows and conventions. Tom Whelan made a motion to approve, second by Mr. Sandoval.

F. Ongoing Operational Issues

ACTION ITEM

Ms. Avetisyan requested \$50,000 to be transferred from the BHA Treasurer's Account to the BHA checking account to pay upcoming bills. Mr. Garibian made a motion for approval, second by Mr. Sandoval.

G. Future Agenda Items

The next joint meeting with the Downtown Burbank Partnership will be held on April 20, 2016 at the Residence Inn by Marriott.

The T-BID will reconvene with the next regularly scheduled Board Meeting on May 12, 2016, with a location to be announced. The meeting adjourned at 2:30 pm.