

**Burbank Hospitality Association, Inc.
Meeting Agenda**

Thursday, May 12, 2016 - 3:00 P.M.

**Courtyard By Marriott
2100 Empire Ave.
Burbank, CA 91504**

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. APPROVAL OF MINUTES
ITEM**

ACTION

E. TREASURER'S REPORT

ACTION ITEM

F. Creative Talent Network (CTN) Animation eXpo

ACTION ITEM

Staff from CTN will present sponsorship opportunities for the 2016 eXpo.

G. Starlight Bowl Summer Concert Series

ACTION ITEM

Staff will present sponsorship opportunities for the 2016 concert series.

H. Marketing and Conventions Update

Staff will present website and social media analytics, in addition to marketing updates.

I. Renewal Update

Staff will update the Board on the current renewal process.

**J. Ongoing Operational Issues
ITEM**

ACTION

Staff is requesting to transfer \$60,000 to pay for upcoming invoices.

K. 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 REGULARLY SCHEDULED MEETING ON
THURSDAY, JUNE 9, 2016 AT 3:00 PM, AT THE COAST ANABELLE HOTEL,
LOCATED AT 2011 W OLIVE AVE.**

<u>Burbank Hospitality Association, Inc. Board Members</u>	<u>Key Staff</u>
Lucy Burghdorf, Hollywood Burbank Airport James Fitzpatrick, Courtyard by Marriott, Secretary Tony Garibian, Coast Anabelle and Safari Inn, Vice-Chair Danny Kahn, Warner Bros. Studio Tours Hollywood Bart Saucerman, Holiday Inn Burbank Media Center Patrick Prescott, 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 first or third 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 Meeting of May 12, 2016 - 3:00 P.M.
Courtyard By Marriott
2100 Empire Ave.
Burbank, CA 91504

Members Present: Tony Garibian, Coast Anabelle and Safari Inn, **Vice-Chair**
James Fitzpatrick, Courtyard by Marriott, **Secretary**
Danny Kahn, Warner Bros. Studio Tours Hollywood
Patrick Prescott, CDD Director
Michael Swaney, Residence Inn by Marriott, **Treasurer**

Members Absent: Lucy Burghdorf, Burbank Bob Hope Airport
Alan Puana, Universal Studios Hollywood
Richard Sandoval, Burbank Airport Marriott
Bart Saucerman, Holiday Inn Burbank Media Center
Bernadette Soriano, SpringHill Suites
Tom Whalen, Hotel Amarano, **Chair**

Department Key Staff: 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 3:06 p.m. on Thursday, May 12, 2016.

A. Roll Call

B. Announcements

Susie Avetisyan presented the following:

1. The Burbank Hilton Garden Inn is slated to open on August 22nd. A formal ribbon cutting date and time will be announced soon.
2. The Holiday Inn Burbank Media Center has joined the Universal Studios Hollywood Preferred Hotel Partnership Program. They are the 10th Burbank hotel to participate.
3. The Ramada Inn has signed their petition of support for the renewal of Visit Burbank. The new percentage in support of renewing the district has increased to 93.24%.
4. On November 19th, Downtown Burbank will host the first Winter Wine Walk along San Fernando Blvd. Staff will bring back collaboration opportunities at a future meeting.

C. Public Comment

Steven Tarn, General Manager, and Stacy Gaston, Director of Sales, both from the Burbank Hilton Garden Inn were present and stated they look forward to attending more BHA meetings.

D. Approval of Minutes

ACTION ITEM

The minutes of the March 10th, March 24th, and April 20th board meetings were approved as written. Tony Garibian made a motion to approve, second by Michael Swaney; motion carried 5-0.

E. Treasurer's Report

ACTION ITEM

Michael Swaney presented the Treasurer's Report for May 2016. To date, the balance sheet represented assets equaling \$1,003,272.36. Danny Khan made a motion to approve, second by James Fitzpatrick; motion carried 5-0.

F. Creative Talent Network (CTN) Animation eXpo

ACTION ITEM

Tina Price, founder of the Creative Talent Network (CTN) Animation eXpo, presented a wrap-up of the 2015 CTN eXpo event. The 2015 expo, which took place from November 20-22, 2015 at the Los Angeles Marriott Burbank Airport Convention Center, attracted 6,453 people and a total of 1,418 hotel room nights were booked as a result of the event. The 2016 eXpo will take place from November 18-20, 2016 and is anticipated to be even bigger. A 31,000 square foot tent will be constructed next to the convention center to accommodate for more exhibitors and attendees. With the larger footprint for 2016, the BHA Board recommended increasing the sponsorship amount for the CTN eXpo from \$30,000 to \$50,000. Staff will be working with Ms. Price to engage businesses throughout the city to participate with special promotions and activities for the attendees, along with setting up satellite exhibitor locations in numerous hotels. Danny Khan made a motion to approve, second by Mr. Garibian.

G. Starlight Bowl Summer Concert Series

ACTION ITEM

Paul Paolone and Kristen Buhagiar, staff from the Park, Recreation, and Community Services Department presented sponsorship information for the upcoming 2016 Starlight Bowl Summer Concert Series. The BHA Board expressed interest in sponsoring more prominent artists for the 2017 line-up in order to attract guests from outside the Los Angeles area that would be more inclined to spend the night in Burbank. For the 2016 concert series, the BHA approved a \$5,000 sponsorship for additional marketing and community engagement. Danny Khan made a motion to approve, second by Mr. Fitzpatrick.

H. Marketing and Conventions Update

ACTION ITEM

Ms. Avetisyan presented updated website, travel, and social media analytics for March and April of 2016. In March and April 2016, website visits grew 13 percent to 21,115 visits when compared to the previous year, of which 17,000 were new visitors. Occupancy rates for March 2016 reached 92 percent, and the average daily room rate increased from \$182 to \$186. The Visit Burbank Facebook page currently has a total of 26,000 'Likes' and Twitter has over 1,200 followers. At the request of board member Alan Puana, Ms. Avetisyan also presented the digital advertisement media buy for the second quarter of 2016. The Board requested that the media buy be emailed to all members.

I. Renewal Update

Ms. Avetisyan provided an update regarding the renewal efforts for the newly proposed district. As previously mentioned in the announcements, the Ramada Inn has signed their petition of support to renew the district. Now a total of 12 hotels are in support, which increased the total district assessments in favor of renewal from 89.43% to 93.24%. The final legislative step in the renewal process will be on May 24th at the City Council Public Hearing and Resolution of Renewal. Staff also mentioned that the new Executive Director of the Burbank Chamber of Commerce, Tom Flavin, has requested staff to present to the Chamber of Commerce Board of Directors regarding Visit Burbank's recent accomplishments and efforts regarding the renewal process. Staff will be attending the May 19th Board Meeting.

J. Ongoing Operational Issues

ACTION ITEM

Ms. Avetisyan requested \$60,000 to be transferred from the BHA Treasurer's Account to the BHA checking account to pay upcoming bills. Mr. Khan made a motion for approval, second by Mr. Swaney.

Ms. Avetisyan also shared renderings of the final Visit Burbank trade show booth which will debut at the International Pow Wow convention in June 2016.

K. Future Agenda Items

The T-BID will reconvene with the next regularly scheduled Board Meeting on June 9, 2016, at the Coast Anabelle Hotel. The meeting adjourned at 4:38 pm.