

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

Wednesday, October 12, 2016 - 3:30 P.M.

**Community Services Building
150 N Third Street, Room 101
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. APPROVAL OF MINUTES

ACTION ITEM

E. TREASURER'S REPORT

ACTION ITEM

F. Board Renewals

ACTION ITEM

The Board will consider renewing the following board members for another two year term: Lucy Burghdorf, James Fitzpatrick, Patrick Prescott, Michael Swaney, and Tom Whelan.

G. Marketing Plan and Media Buy Update

Staff will present the revised 16-17 media plan as recommended by the Board.

H. Dallas, TX/BUR and Southwest Airlines Marketing Collaboration

Staff will present results from the four-week marketing campaign.

I. NASCAS Event Follow-Up

Staff will present detailed information on Powerman North America, PGA Tour, and Game Day USA for the Board's consideration.

J. Website Analytics

Staff will present updated website and social media analytics.

K. Ongoing Operational Issues

ACTION ITEM

L. 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 WEDNESDAY, NOVEMBER 9, 2016 AT 3:30 PM, LOCATION TO BE DETERMINED.

<u>Burbank Hospitality Association, Inc. Board Members</u>	<u>Key Staff</u>
Lucy Burghdorf, Hollywood Burbank Airport James Fitzpatrick, Courtyard by Marriott, Secretary Tom Flavin, Burbank Chamber of Commerce Tony Garibian, Coast Anabelle and Safari Inn, Vice-Chair Danny Kahn, Warner Bros. Studio Tours Hollywood 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 Steve Tarn, Hilton Garden Inn Burbank Tom Whelan, Hotel Amaranos, Chair	Mary Hamzoian, Economic Development Manager Susie Avetisyan, Economic Development Analyst Marissa Minor, Economic Development Analyst Robin Faulk, Marketing Consultant

The BHA Board is comprised of 11 members. 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 October 12, 2016 - 3:30 P.M.
Community Services Building
150 N Third Street, Room 101
Burbank, CA 91502

Members Present: Lucy Burghdorf, Burbank Bob Hope Airport
Tom Flavin, Burbank Chamber of Commerce
Tony Garibian, Coast Anabelle and Safari Inn, **Vice-Chair**
Richard Sandoval, Burbank Airport Marriott
Michael Swaney, Residence Inn by Marriott, **Treasurer**
Tom Whalen, Hotel Amarano, **Chair**

Members Absent: James Fitzpatrick, Courtyard by Marriott, **Secretary**
Danny Kahn, Warner Bros. Studio Tours Hollywood
Patrick Prescott, CDD Director
Alan Puana, Universal Studios Hollywood
Bernadette Soriano, SpringHill Suites
Steve Tarn, Hilton Garden Inn

Department Key Staff: Mary Hamzoian, Community Development Dept.
Susie Avetisyan, Community Development Dept.
Marissa Minor, Community Development Dept.
Robin Faulk, Marketing Consultant

The Burbank Hospitality Association (BHA) Board meeting was called to order at 3:30 p.m. on Wednesday, October 12, 2016.

A. Roll Call

B. Announcements

Susie Avetisyan announced the following:

1. The State of the City will be held on November 16th at the Castaway Restaurant;
2. Economic Development Staff submitted four projects and programs to be considered for the International Economic Development Council's (IEDC) Excellence in Economic Development Awards and won the Silver Award for the 2016 Economic Development ad campaign and leasing packet, and the Bronze Award for the Visit Burbank website;
3. The Burbank Beer Festival will take place on October 15th in Downtown Burbank;
4. As a sponsor of the Starlight Bowl 2016 Concert Series, the BHA received a certificate of recognition and thank you gift from Park and Recreation staff;
5. Tony Garibian shared that if any hotelier or property owner would like a lawn sign to show their support for the Measure B Airport Terminal Replacement Project, they can request a sign from the Committee for Yes on Measure B; and

6. Lucy Burghdorf shared that, starting today, Southwest Airlines will be flying to Salt Lake City, UT from the Hollywood Burbank Airport twice a day.

C. Public Comment

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

D. Approval of Minutes

ACTION ITEM

The minutes of the September 14, 2016 board meeting and October 5, 2016 special meeting were approved as written. Lucy Burghdorf made a motion to approve, second by Tony Garibian; motion carried 6-0.

E. Treasurer's Report

ACTION ITEM

Michael Swaney presented the Treasurer's Report for October 2016. To date, the balance sheet represented assets equaling \$1,132,567.56. Ms. Burghdorf made a motion to approve, second by Mr. Garibian; motion carried 6-0.

F. Board Renewals

ACTION ITEM

Ms. Avetisyan announced that the following Board Members were up for renewal for a two year term: Lucy Burghdorf, James Fitzpatrick, Patrick Prescott, Michael Swaney, and Chair Tom Whelan. With the renewal of the Chair position, Mr. Whelan requested that another Board Member have the opportunity to serve as Chair, and nominated the Vice-Chair Tony Garibian. Mr. Garibian accepted the nomination. With the now vacant Vice-Chair position, Ms. Burghdorf nominated Board Member Richard Sandoval. Mr. Sandoval also accepted the nomination. Mr. Garibian made a motion to approve the term renewals of the Board Members previously mentioned, second by Tom Flavin. Another motion was made by Mr. Whelan to approve the new Board Chair and Vice-Chair positions, second by Mr. Swaney. Both position changes would take effect following the October board meeting.

G. Marketing Plan and Media Buy Update

Mary Hamzoian provided the updated and amended Marketing and Media Plan for November 2016 – September 2017 that was approved at the October 5, 2016 Special Meeting. This not-to-exceed marketing budget of \$600,000 included minor revisions which increased the budget allocations of digital and social media marketing, offset by a decrease to the print media budget. The Board was in favor of this updated Marketing and Media Plan for November 2016 – September 2017.

H. Dallas, TX/BUR and Southwest Airlines Marketing Collaboration

Ms. Avetisyan presented campaign results from the May 9th through June 4th digital advertisement buy promoting the new Southwest Airlines flight connection from Dallas, TX to the Hollywood Burbank Airport. The \$50,000 marketing opportunity generated 21 million impressions and over 70,000 clicks to the Southwest Airlines' website for potential airline bookings from Dallas, TX to Burbank, CA.

I. NASCAS Event Follow-Up

Robin Faulk presented detailed information from three different sporting events as potential new events to generate additional room nights for Burbank. These sporting events were originally introduced to the Board as potential new events researched by Mr. Faulk when he attended the National Association of Sporting Conventions Annual Symposium on behalf of Visit Burbank. Events included the Powerman North America triathlon, Game Day USA (youth baseball tournaments), and PGA Exhibition tours. Staff also considered the possibility of hosting a charity run event on the Warner Bros. Studio lot to attract more visitors. The three athletic events were not feasible for Burbank's existing infrastructure and included high costs for production. Alternatively, the Board was interested in pursuing a possible 10K run through the studios and requested staff to obtain additional information.

J. Website Analytics

Mr. Faulk presented website analytics and social media engagement for September 2016. Website visitation increased by two percent to 11,557 visitors and Facebook followers increased by 11 percent to over 28,000 "likes." Additionally, in August 2016 occupancy rates were 86 percent and average daily rates were at \$173.

K. Ongoing Operational Issues

ACTION ITEM

There were no ongoing operational issues to discuss at this time.

L. Future Agenda Items

1. Robin Faulk Marketing Contract Renewal

The T-BID will reconvene with the next regularly scheduled Board Meeting on November 9, 2016, location to be determined. The meeting adjourned at 4:45 pm.