

**Burbank Hospitality Association, Inc.
Closed Session Meeting Agenda
Wednesday, June 13, 2018 – 2:30 P.M.**

**Burbank Chamber of Commerce
200 W Magnolia Blvd.
Burbank, CA 91502**

A. ROLL CALL

**B. CONFERENCE WITH LEGAL COUNSEL – ANTICIPATED LITIGATION (1 CASE)
(GOV. CODE, § 54956.9)**

Significant exposure to litigation pursuant to paragraph (2) or (3) of subdivision (d) of Section 54956.9:

Litigation based on issues discussed in Burbank City Attorney's December 20, 2016 staff report.

**Burbank Hospitality Association, Inc.
Meeting Agenda
Wednesday, June 13, 2018 – 3:00 P.M.**

**Burbank Chamber of Commerce
200 W Magnolia Blvd.
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 for a maximum of five minutes.

D. RESPONSE TO PUBLIC COMMENT

At this time, any Board Member can respond to comments made by the public.

E. BOARD MEMBER COMMENTS

At this time, Board Members may comment on events attended and any gift disclosures.

F. APPROVAL OF MINUTES

ACTION ITEM

The Board will consider approval of the May 16, 2018 meeting minutes.

- G. TREASURER'S REPORT** **ACTION ITEM**
The Board will consider approval of the March 16 – May 31, 2018 Treasurer's Report.
- H. City of Burbank BikeShare Presentation**
City of Burbank Transportation Staff will make a presentation on a proposed BikeShare program initiative.
- I. Visit Burbank Annual Magazine Recommendation** **ACTION ITEM**
The Marketing and Design Advisory Committee will present recommendations regarding the analysis of the potential Visit Burbank Annual Magazine as it relates to the Sales and Marketing budget category for Fiscal Year 18-19.
- J. Fiscal Year 2018-2019 Media Plan and Advertising Campaign** **ACTION ITEM**
The Marketing and Design Advisory Committee will present recommendations regarding the analysis of the proposed Fiscal Year 2018-2019 Media Plan and Advertising Campaign.
- K. City-wide Marketing Opportunities for the 2018 Creative Talent Network Animation eXpo.** **ACTION ITEM**
The Marketing and Design Advisory Committee will present recommendations regarding the analysis of additional city-wide marketing opportunities for the 2018 Creative Talent Network Animation eXpo.
- L. Budget and Finance Subcommittee** **ACTION ITEM**
The Board will consider approving Resolution 2018-004 creating a budget and finance subcommittee as a standing committee to bring related recommendations to the Board.
- M. aRes Program and Attraction Tickets** **ACTION ITEM**
The Board will discuss the current program structure of the aRes booking engine and different structures available for selling attraction tickets.
- N. HotelPlanner.com Preferred Membership Program** **ACTION ITEM**
Due to recent programming changes at HotelPlanner.com, staff will update the Board on the new cost and program structure of the Preferred Membership Program. The Board will consider rescinding their approval of their Program Enrollment.
- O. Opportunity for New Airline Routes** **ACTION ITEM**
The Board will consider allocating funds for collaborative marketing campaigns with airlines that are establishing new routes from/to Hollywood Burbank Airport as well as amend their vote from November 12, 2015 to include any and all routes as part of the original incentive package..
- P. Board Approved Expenditures** **ACTION ITEM**

The Board will consider transferring \$XXXXX from the holding account to cover the following pre-approved expenses: consultant expenses in the amount of \$XXX, legal fees in the amount of \$XXX, advertising expenses in the amount of \$XXX, and ongoing administrative expenses in the amount of \$15,000.

Q. Future Agenda Items

Board Members may introduce new items to place on a future agenda but no discussion or action may be taken on the items.

ADJOURNMENT TO THE NEXT REGULARLY SCHEDULED MEETING TENTATIVELY ON WEDNESDAY, JULY 11, 2018 AT 3:00 PM, LOCATION TO BE DETERMINED.

Burbank Hospitality Association, Inc. Board Members

Lucy Burghdorf, Hollywood Burbank Airport
James Fitzpatrick, Courtyard by Marriott, **Secretary**
Tom Flavin, Burbank Chamber of Commerce
Julio Flores, Hilton Garden Inn
Tony Garibian, Coast Anabelle and Safari Inn, **Chair**
Danny Kahn, Warner Bros. Studio Tours Hollywood
Patrick Prescott, Community Development Director (ex-officio)
Alan Puana, Universal Studios Hollywood
Richard Sandoval, Burbank Airport Marriott, **Vice-Chair**
Michael Swaney, Residence Inn by Marriott, **Treasurer**
Sundeep Vaghashia, Travelodge and Quality Inn
Tom Whelan, Hotel Amaranó

Marketing Key Staff

Simone McFarland, Asst. Community Development Director
Mary Hamzoian, Economic Development Manager
Susie Avetisyan, Economic Development Analyst
Robin Faulk, Marketing Consultant

Administrative Key Staff

Barbara Miller, Administration and Records
Teresa Mackey, Book-Keeping

The BHA Board is comprised of 11 voting 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 Visit Burbank

website at www.visitburbank.com. 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 16, 2018 – 3:00 P.M.

Los Angeles Burbank Airport Marriott
Producers Room A and B
2500 N. Hollywood Way
Burbank, CA 91505

- Members Present: Lucy Burghdorf, Hollywood Burbank Airport
James Fitzpatrick, Courtyard by Marriott, **Secretary**
Tom Flavin, Burbank Chamber of Commerce
Tony Garibian, Coast Anabelle and Safari Inn, **Chair**
Danny Kahn, Warner Bros. Studio Tours Hollywood
Richard Sandoval, Burbank Airport Marriott
- Members Absent: Julio Flores, Hilton Garden Inn
Patrick Prescott, Community Development Director
Michael Swaney, Residence Inn by Marriott, **Treasurer**
Alan Puana, Universal Studios Hollywood
Sundeep Vagashia, Travelodge and Quality Inn
Tom Whelan, Hotel Amaranio
- Marketing Key Staff: Mary Hamzoian, Economic Development Manager
Susie Avetisyan, Economic Development Analyst
Robin Faulk, Marketing Consultant
- Administrative Key Staff: Barbara Miller, Administration and Records
Teresa Mackey, Book-keeping
- General Counsel: Ryan Dunn, Colantuono, Highsmith & Whatley, PC

The Burbank Hospitality Association (BHA) Board Closed Session Meeting was called to order at 2:30 p.m. on Wednesday, May 16, 2018.

A. Roll Call

B. CONFERENCE WITH LEGAL COUNSEL – ANTICIPATED LITIGATION
(1 CASE) (GOV. CODE, § 54956.9.)

The Board held a Closed Session Meeting with legal counsel pursuant to Government Code section 54956.9(d)(2) or (3) to discuss the recommendations from the Burbank City Attorney's December 20, 2016 staff report to City Council.

Adjournment to
Burbank Hospitality Association, Inc.
Wednesday, May 16, 2018 – 3:00 P.M.

The Burbank Hospitality Association (BHA) Board Meeting was called to order at 3:15 p.m. on Wednesday, May 16, 2018.

A. Roll Call

B. Announcements

The following announcements were made by staff:

- The monthly Travel and Tourism Marketing Association (TTMA) luncheon is scheduled for Wednesday, June 13, 2018 at the newly renovated Castaway. If you would like to attend, RSVP with Susie Avetisyan.
- The Downtown Burbank Car Classic is scheduled for Saturday, August 4th along San Fernando Blvd.
- Tony Garibian and Robin Faulk will be attending International Pow Wow in Denver from May 20th through 24th representing BHA and sharing a joint booth with the Hollywood Burbank Airport.

C. Public Comment

Marisa Rokovitz, Director of Hotel and Leisure Sales for Enterprise Rent-a-Car, introduced herself and her colleague James Broomin. They are new to our community and interested in being involved.

D. Response to Public Comment

Ms. Rokovitz and Mr. Broomin were welcomed by the Board.

E. Board Member Comments

Lucy Burghdorf announced that as of September 5th, Jet Blue will begin a non-stop flight from Hollywood Burbank Airport to Boston Logan Airport and add an additional daytime departure to JFK. She thanked all the Board Members who were able to attend the press conference on April 26th. Lastly, Ms. Burghdorf added that the Hollywood Burbank Airport has an advertisement in an upcoming Southwest Airlines magazine that promotes the Airport and Burbank.

F. Approval of Minutes

ACTION ITEM

The meeting minutes of March 28, 2018 meeting were approved as presented. Tom Flavin made a motion to approve, second by Richard Sandoval. Motion carried 6-0.

G. Treasurer's Report

ACTION ITEM

Due to Michael Swaney's absence, the Treasurer's Report was tabled to the next regularly scheduled board meeting.

H. Destination Creative Group Presentation

ACTION ITEM

Staff introduced Nicole Bordges, Associate Publisher from Destination Creative Group (DCG) to present a proposal for an Annual Visit Burbank Magazine. The magazine is based on custom content of the destination with an editorial look and feel. DCG publishes similar magazines for other California destination markets with

strong brands including Santa Barbara, Petaluma, and Ventura. An estimated 60,000 printed copies would last approximately one year and cost between \$35,000 and \$76,000 depending on variables like paper quality and extent of advertising space to be sold. Mr. Sandoval made a motion to refer the item to the Marketing and Design Advisory Committee for recommendations to be brought back to the Board, second by Ms. Burghdorf. Motion carried 6-0.

I. Fiscal Year (FY) 2018/2019 Budget ACTION ITEM

Staff presented a proposed budget for FY 18/19 with the option of a reduced spending scenario. With recent increases in spending for the Sales and Marketing budget category, reductions would need to be implemented in order to refrain from depleting all carryover funds. The Board discussed line items that may be reduced or cut in order to deter a net loss for the upcoming fiscal year. The discussion also included possibilities to increase revenue by partnering with other tourism entities for advertising campaigns and opportunities as they arise. Due to the level of consideration and thought needed, the Board decided to refer this discussion to the Marketing and Design Advisory Committee in order to have a thorough analysis on possible reductions and avenues to generate revenue. Recommendations would be brought forth to the BHA at the next regularly scheduled meeting. No action was taken at this time.

Mr. Flavin left after this discussion at 4:13pm.

J. Fiscal year 2018/2019 Media Plan and Advertising Campaign ACTION ITEM

Ezra Strausberg and Chelsea Kawahara from Strausberg Group presented the proposed FY 18/19 Media Plan, in addition to new creative campaign concepts recommended by the Marketing and Design Advisory Committee. The BHA was in favor of the new creative with minor revisions. Due to the budget deductions that need to take place in Sales and Marketing operations, the BHA did not move forward with approving the proposed Media Plan. Mr. Sandoval made a motion to refer the item to the Marketing and Design Advisory Committee to bring forth any proposed changes prior to approving the Media Plan, second by Ms. Burghdorf. Motion carried 5-0.

K. Creative Talent Network (CTN) Animation eXpo Additional Opportunities ACTION ITEM

Staff presented a list of additional opportunities as requested by the Board to promote a "Paint the Town CTN" campaign during the CTN Animation eXpo week in November. Suggestions included banners, window ads, in-room video promotional content, outdoor light projections, shuttle bus wraps, bus shelter signs, and table top collateral. Mr. Sandoval made a motion to refer the item to the Marketing and Design Advisory Committee for recommendations to be brought back to the Board, second by Ms. Burghdorf. Motion carried 5-0.

L. Sponsorship Opportunity: Travel and Tourism Marketing Association (TTMA) ACTION ITEM

Staff presented an opportunity for the BHA to partner with TTMA to host the June membership luncheon at Castaway restaurant for a total of \$500. Danny Kahn made a motion to approve, second by Ms. Burghdorf. While Mr. Fitzpatrick also moved to approve, Mr. Garibian and Mr. Sandoval opposed the motion which resulted in a 3-2 vote and super majority was not acquired for approval.

M. HotelPlanner Preferred Membership Program ACTION ITEM
Due to time constraints, this item was tabled until the next regularly scheduled monthly meeting.

N. Board Approved Expenditures ACTION ITEM
Staff requested transferring \$75,000 from the holding account to cover the following pre-approved expenses: consultant expenses in the amount of \$16,000, legal fees in the amount of \$2,000, advertising expenses in the amount of \$45,000, and ongoing administrative expenses in the amount of \$12,000. Mr. Sandoval moved to transfer \$75,000 from the holding account, second by Mr. Khan. Motion carried 5-0.

O. Future Agenda Items

The following are future agenda items:

- Update on IPW Denver
- Create a Budget and Finance Committee
- HotelPlanner Preferred Membership Program
- Updates from Marketing and Design Advisory Committee

The T-BID will reconvene with the next regularly scheduled Board Meeting tentatively scheduled for June 13, 2018, location to be determined. The meeting adjourned 5:57 p.m.