

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

**Monday, October 8, 2018 – 2:00P.M.
2011 W Olive Ave., Burbank, CA 91506**

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
ITEM**

ACTION

The Board will consider approval of the September 13, 2018 meeting minutes.

G. TREASURER'S REPORT

The Board will consider approval of the September 1, 2018 – to September 30, 2018 Treasurer's Report.

**H. Event Sponsorship Presentation
ITEM**

ACTION

Representatives from MUSEXPO will present a Sponsorship opportunity to the Board for consideration.

Staff Recommendation: Approve a sponsorship to MUSEXPO in the requested amount of \$20,000.

I. Robin Faulk Marketing Contract Renewal

ACTION ITEM

The Board will consider approval of the professional services agreement with Robin Faulk Marketing, the BHA's current Marketing Consultant, in the amount of \$50,000.

Staff Recommendation: Approve an ongoing annual agreement with Robin Faulk for Marketing Consultant services totaling \$50,000 per year.

J. 2019 Advertising Campaign

Staff will present an overview of the new ad campaign and next steps.

K. ONE Burbank Agreement Update

Staff will update the Board on the recent clarifications made by Counsel to align the ONE Burbank agreement with staff recommendations.

L. Tourism Impact Report

Staff will share information and updates from the City's recently commissioned Tourism Impact Report.

M. Board Approved Expenditures

ACTION

ITEM

The Board will consider transferring \$50,000 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 \$5,000, advertising expenses in the amount of \$20,000, and ongoing administrative expenses in the amount of \$9,000.

N. 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, NOVEMBER 19, 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 Amarano

Marketing Key Staff

Simone McFarland, Asst. Community Development Director
Mary Hamzoian, Economic Development Manager
Marissa Minor, 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 TD
D with questions or concerns.

BURBANK HOSPITALITY ASSOCIATION BOARD MEETING
Minutes for the Meeting of September 13, 2018 – 10:00 A.M.
Courtyard by Marriott
2100 Empire Ave.
Burbank, CA 91504

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**
Alan Puana, Universal Studios Hollywood
Michael Swaney, Residence Inn, **Treasurer**
Tom Whelan, Hotel Amaranio

Members Absent: Danny Kahn, Warner Bros. Studios Tours
Julio Flores, Hilton Garden Inn
Patrick Prescott, Community Development Director
Sundee Vagashia, Travelodge and Quality Inn

Marketing Key Staff: Mary Hamzoian, Economic Development Manager
Marissa Minor, Economic Development Analyst
Robin Faulk, 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 Meeting was called to order at 10:04 a.m. on Thursday, September 13, 2018.

A. Roll Call

B. Announcements

Staff reported that the City has commissioned an Impact Report on the local hospitality industry and a visitor's profile report. Tourism information looks strong, and staff will share the full report at an upcoming BHA meeting.

- The BHA Annual Report has been produced and reviewed by the city attorney and will be presented before City Council on September 25th. Staff will share the final report once approved.
- Influencer GloGraphics will be visiting Burbank from September 29 - October 2nd. She will stay at the Safari Inn.
- Tom Flavin shared that the Burbank Chamber of Commerce will be hosting the State of the City Luncheon on October 3rd at the Los

Angeles Burbank Airport Marriott. Mayor Gabel-Luddy will report on the City and the Chamber will be making an announcement regarding a new initiative.

- Lucy Burghdorf announced that in June the Hollywood Burbank Airport had 450,025 passengers, with 2,595,910 from January through June. They are projecting to host 5,000,000 passengers by the end of the year. Additionally, Jet Blue began their new daytime Burbank to JFK/NY flight, and a new route to Boston on September 4th. Southwest will begin a new route to Chicago Midway on November 5th.
- Tom Whelan reported that the managing company of the Hotel Amarano had recently entered into negotiations to be sold to a real estate investment company.

C. Public Comment

There were no members of the public present to address the board.

D. Response to Public Comment

As there were no members of the public present, there was no response.

E. Board Member Comments

- Tony Garibian reported that he is continuing talks with Jet Blue and other airlines to facilitate marketing initiatives on behalf of the BHA.
- Alan Puana reported that he has been traveling and helping promote Visit Burbank on his trips with Visit California nationally and abroad.

F. Approval of Minutes

ACTION ITEM

The meeting minutes of August 27, 2018 meeting were approved as presented. Mr. Flavin made a motion to approve, second by Ms. Burghdorf. The motion carried 7-0.

G. Treasurer's Report

Mr. Swaney announced for July and August, BHA had income of \$52,088.25 and expenses of \$129,727.50 with an on-hand balance of \$483,754.68.

H. Universal Studios Hollywood 2019 Preferred Partnership Program

ACTION ITEM

Brendon Richmond, Universal Parks and Resorts Vacations, presented updates and additions to the 2019 Universal Preferred Partnership Program. UPRV is a destination focused travel company designed to increase branding and promotions, by working with partner hotels to sell rooms and vacation packages. Previously only representing the Orlando Universal Studios attractions, UPRV will be expanding in January 2019 to including Universal Studios Hollywood and its local partner hotels. Partnership hotels will benefit by expanded website presence, targeted consumer and digital retailing, trade awareness campaigns, and refreshed collateral package. Staff recommendation is to approve the Partnership Program in accordance with the FY 2018-2019 budget. Mr. Garibian motioned to

approve the Universal Studios Parks and Resorts Vacation 2019 Preferred Partnership Program at a cost of \$150,000 to include Tier 1 and Tier 2 BHA hotel sites, second by Mr. Flavin. Motion passed 6-0, with Mr. Puana abstaining.

I. International Trade Berlin/International Pow Wow Update

BHA Marketing Consultant Robin Faulk presented an update to the Board on the ITB Berlin and IPW Tradeshows. For the first time, BHA partnered with Hollywood Burbank Airport to host a joint booth at IPW. The major takeaway for both events is that tour operators and other industry professionals now see Burbank as a new destination and an undiscovered part of Los Angeles, with its own airport, competitive hotel rates, close to major attractions, and a safe environment. Mr. Faulk share a summary of more than 60 meeting recaps and follow ups with new and re-engaged contacts.

J. Board Approved Expenditures

ACTION ITEM

Staff requested transferring \$200,000 from the holding account to cover the following pre-approved expenses: Universal Studios 2019 Preferred partnership Program of \$150,000, consultant expenses in the amount of \$16,000, legal fees in the amount of \$5,000, advertising expenses in the amount of \$20,000, and ongoing administrative expenses in the amount of \$9,000. Mr. Flavin moved to transfer \$200,000 from the holding account, second by Ms. Burghdorf. Motion carried 6-0.

K. Future Agenda Items

The following are future agenda items:

- Sponsorship Follow-up
- Updated Ad Campaign
- Impact Report
- ONE Burbank Cost Clarification

The T-BID will reconvene with the next regularly scheduled Board Meeting tentatively scheduled for October 10, 2018, location to be determined. The meeting adjourned at 11:48 a.m.