

Burbank Hospitality Association, Inc.
Meeting Agenda
December 17, 2018
Residence Inn, 321 S Ikea Way, 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 October 8, 2018 meeting minutes.

G. TREASURER'S REPORT

The Treasurer will present a financial report from October 1, 2018 – to November 30, 2018 to the Board.

H. Event Sponsorship Wrap-Up

Staff from the Burbank Comedy Festival, Dragonfest, and the CTNeXpo will present updates to the Board on the outcomes of their 2018 Visit Burbank sponsored events.

Staff Recommendation: Note and File.

I. Website Redesign Update

Staff from The Strausberg Group will make a presentation to the Board on proposed design and functionality changes to the visitburbank.com website.

Staff Recommendation: Note and File.

J. 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.

K. 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 MONDAY, JANUARY 14, 2019 AT 3:00 PM, LOCATION TO BE DETERMINED.

<p><u>Burbank Hospitality Association, Inc. Board Members</u> 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 Amaranio</p>
<p><u>Marketing Key Staff</u> Simone McFarland, Asst. Community Development Director Mary Hamzoian, Economic Development Manager Marissa Minor, Economic Development Analyst Robin Faulk, Marketing Consultant</p>
<p><u>Administrative Key Staff</u> Barbara Miller, Administration and Records Teresa Mackey, Bookkeeping</p>

The BHA Board is comprised of 11 voting members. Regular meetings are held monthly the second Monday of the month unless that is a City holiday. In that case, the Board will meet the first or third Monday. 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 October 8, 2018 – 2:00 P.M.
Coast Anabelle
2011 W Olive Ave.
Burbank, CA 91506

Members Present: Lucy Burghdorf, Hollywood Burbank Airport
Tony Garibian, Coast Anabelle and Safari Inn, **Chair**
Richard Sandoval, Burbank Airport Marriott, **Vice-Chair**
Michael Swaney, Residence Inn, **Treasurer**
Sundeep Vagashia, Travelodge and Quality Inn
Tom Whelan, Hotel Amaranio

Members Absent: Danny Kahn, Warner Bros. Studios Tours
James Fitzpatrick, Courtyard by Marriott, **Secretary**
Tom Flavin, Burbank Chamber of Commerce
Julio Flores, Hilton Garden Inn
Patrick Prescott, Community Development Director
Alan Puana, Universal Studios Hollywood

Marketing Key Staff: Mary Hamzoian, Economic Development Manager
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 2:07 p.m. on Monday, October 8, 2018.

A. Roll Call

B. Announcements

- Staff distributed posters for the upcoming Beer Festival on October 20th. Staff also announced that shuttle service to the festival from area hotels had been confirmed for guests. Customers who book their hotel reservations via the Visit Burbank website will receive two free tickets to session one of the event. Approximately 2000 tickets have been sold to date
- The Winter Wine Walk in Downtown Burbank is scheduled for Saturday, November 17th from 4pm to 7pm and this year will include a VIP reception on the Burbank Town Center Terrace. Customers who book their hotel reservations via the Visit Burbank website will receive two free tickets to the Wine Walk.

- Robin Faulk will be attending the World Trade Market Conference (WTM) on behalf of the BHA November 5th - 7th in London.
- American Airlines recently announced a new route from the Hollywood Burbank Airport to Dallas-Fort Worth beginning April 2, 2019.
- Staff shared that the Visit Burbank Annual report was presented to and approved by City Council on September 25th.

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 announced that he attended the State of the City luncheon hosted by the Chamber of Commerce on behalf of the BHA.
- Mr. Garibian also reported that he is looking forward to working with the Hollywood Burbank Airport.

F. Approval of Minutes

ACTION ITEM

The meeting minutes of September 13, 2018 meeting were approved as with the following corrections in Announcements.

“Additionally, Jet Blue began their new daytime Burbank to JFK/NY flight, and a new route to Boston on September 5th. Southwest will begin a new nonstop route to Chicago Midway on November 4th as well as nonstop to Houston on November 4th.”

Richard Sandoval made a motion to approve, second by Michael Swaney; motion carried 6-0.

G. Treasurer’s Report

Mr. Swaney announced that as of September 30, 2018 the BHA had income of \$48,454.69 and expenses totaling \$119,346.14 with an on-hand balance of \$559,849.19

H. Event Sponsorship Presentation

ACTION

ITEM

Sat Bisla and Monte Malone of A&R Worldwide presented a sponsorship opportunity to the board for MUSEXPO 2019 in the amount of \$20,000. MUSEXPO is a music, media, and technology event that will attract over 1,000 music industry executives to Burbank from March 24th-29th at the Castaway. The event will consist of conferences during the day, and evening music showcases dedicated to developing artists. MUSEXPO has already confirmed 400 room nights at Burbank hotels. The primary goal of moving the event to Burbank is for guests to enjoy a safe, walkable environment with restaurants, shopping and after-hours entertainment. Richard

Sandoval made a motion to approve a \$20,000 sponsorship for the 2019 MUSEXPO, seconded by Michael Swaney; motion carried 6-0.

I. Robin Faulk Marketing Contract Renewal ACTION

ITEM

The Board reviewed a professional services agreement with Robin Faulk Marketing, the BHA's current Marketing Consultant, in the amount of \$50,000. Tony Garibian moved to approve an ongoing annual agreement with Robin Faulk for Marketing Consultant services totaling \$50,000 per year, seconded by Richard Sandoval; the motion carried 6-0.

J. 2019 Advertising Campaign

Ezra Strausberg and Hanna McGuire from The Strausberg Group presented an overview of the new ad campaign *A Better Way to See LA* to the Board. The campaign features new photography as well as website updates, new digital campaigns, and accompanying social media advertising.

K. ONE Burbank Agreement ACTION

ITEM

The Board considered amendments to the ONE Burbank Service Agreement proposed by Counsel. The amendments clarify that the BHA is not responsible for the costs related to installation of the hi-speed network service. Michael Swaney made a motion to approve the amended agreement, seconded by Richard Sandoval; the motion carried 6-0.

L. Tourism Impact Report

Staff shared information and updates from the City's recently commissioned Tourism Impact Report. It was reported that the visitor economy in Burbank is expanding and generating business sales, employment, income, and tax revenues. Visitors to Burbank spent \$829.3 million in 2017 and generated \$154 million in tax revenue. The tourism industry in Burbank continues to have a positive economic impact for the City.

M. Board Approved Expenditures ACTION

ITEM

Staff requested transferring \$70,000 from the holding account to cover the following pre-approved expenses: MUSEXPO Sponsorship in the amount of \$20,000, 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. Tom Whelan moved transfer of \$70,000 from the holding account, seconded by Sundeep Vagashia; motion carried 5-0. (Richard Sandoval briefly stepped out of the room during this agenda item.)

N. Future Agenda Items

The following are future agenda items: Comedy Festival and Dragon Fest Wrap-Up.

The T-BID will reconvene at the next Board Meeting tentatively scheduled for November 19, 2018, location to be determined. The meeting adjourned at 4:07 p.m.