

**Burbank Hospitality Association, Inc. Meeting Agenda**  
**April 15, 2019 3:00PM**  
**Coast Anabelle Hotel**  
**2011 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 TBID. The public is only allowed to speak at this time for a maximum of five (5) 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 amended January 28, 2019 meeting minutes and the draft March 25, 2019 meeting minutes.

Recommendation: Staff recommends approval of the minutes as presented.

G. TREASURER'S REPORT The treasurer will present a financial report for March 2019.

H. LaTerra Select Burbank Presentation ACTION ITEM Representatives from LaTerra Development will present details of their proposed mixed use development and request a letter of support from the Board. LaTerra Select is a proposed mixed-use development with 573 residential units, 1,067 square feet of retail space and 307 hotel rooms.

Recommendation: Staff recommends that the Board consider approval of a letter of support for the LaTerra Select Burbank project.

I. Board Member Applications                      ACTION ITEM Staff will present new Board member applications to fill the two vacant seats on the BHA Board.

Recommendation: Staff recommends the Board approve two applicants to fill the currently vacant seats and that at a minimum one of the seats represents a hotel to fulfill the requirement that a majority of the Board be representatives of a hotel. It is also recommended that the Board extend an invitation to the applicants not selected at this time to join the BHA as non-voting members.

J. Vice Chair Appointment                      ACTION ITEM With the resignation of Richard Sandoval, the Board will seek to nominate and elect a Board Member to hold the position of Vice Chair.

Recommendation: Staff recommends that the Board consider approval of any interested Board member to the vacant position of Vice Chair.

K. Board Term Renewal                      ACTION ITEM The Board will vote to renew terms for Board members Sundeep Vagashia and Danny Kahn for another two-year term.

Recommendation: Staff recommends the Board approve renewal of membership terms for Mr. Vagashia and Mr. Kahn.

L. Sponsorship Recommendations                      ACTION ITEM Staff will present information on Phase 1 sponsorship applications from Flappers Comedy Festival, The Creative Talent Network Expo, Dragonfest, and the Wellness Expo to the Board for review and fund allocation.

Recommendation: Staff recommends the Board consider input from the Sponsorship subcommittee in determining sponsorship allocations for Phase I applicants.

M. Meeting Date and Time                      ACTION ITEM Staff will facilitate a discussion on potentially rescheduling the monthly BHA Board meeting to a new regular meeting date and time.

Recommendation: Staff recommends changing regular meeting to a day and time that is most convenient for a majority of voting Board members.

N. International Pow Wow 2019 Staff will provide an update to the Board on the June 2019 IPW conference at the Anaheim Convention Center.

O. 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.

Recommendation: Staff recommends the Board approve a transfer of \$50,000.

P. Future Agenda Items Board members may introduce new items to place on a future agenda but no discussion or action may be taken at this time. Future agenda items include: ☐ BHA City Services Agreement ☐ DTN Destination Travel Network Ad Program Adjournment to the next regularly scheduled meeting, tentatively scheduled for May 2019, location to be determined.

Burbank Hospitality Association, Inc. Board Members Tony Garibian, Coast Anabelle and Safari Inn, Chair Vacant Position, Vice-Chair Michael Swaney, Residence Inn by Marriott, Treasurer Sundeep Vaghashia, Travelodge and Quality Inn, Secretary Lucy Burghdorf, Hollywood Burbank Airport Tom Flavin, Burbank Chamber of Commerce Julio Flores, Hilton Garden Inn Danny Kahn, Warner Bros. Studio Tours Hollywood Patrick Prescott, Community Development Director (ex-officio) Alan Puana, Universal Studios Hollywood Tom Whelan, Hotel Amaranio

Marketing and Operations 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, Bookkeeping

The BHA Board is comprised of 11 voting members. Regular meetings are held monthly the second Monday of the month unless that day 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 the City of Burbank as a first-rate tourist and convention destination.

The agenda packet consists of documentation relating to agenda items on file at the Visit Burbank offices at: 200 W Magnolia Boulevard, Burbank, CA 91502 during normal business hours and will be posted online at [www.visitburbank.com](http://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

**BURBANK HOSPITALITY ASSOCIATION BOARD  
MEETING Amended Minutes for the Meeting of  
January 28, 2019, 3:00 P.M.**

**Burbank Airport Marriott 2500 Hollywood Way  
Burbank, CA 91505**

Members Present: Lucy Burghdorf, Hollywood Burbank Airport Tony Garibian, Coast Anabelle and Safari Inn, Chair Tom Flavin, Burbank Chamber of Commerce Danny Kahn, Warner Bros. Studios Tours Alan Puana, Universal Studios Hollywood Richard Sandoval, Burbank Airport Marriott, Vice-Chair Tom Whelan, Hotel Amaranano

Members Absent: James Fitzpatrick, Courtyard by Marriott, Secretary Julio Flores, Hilton Garden Inn Patrick Prescott, Community Development Director Michael Swaney, Residence Inn, Treasurer Sundeep Vagashia, Travelodge and Quality Inn Marketing Key Staff: Mary Hamzoian, Economic Development Manager Marissa Minor, Economic Development Analyst

Administrative Key Staff: Barbara Miller, Administration and Records Teresa Mackey, Bookkeeping

General Counsel: Ryan Dunn, Colantuono, Highsmith & Whatley, PC

The Burbank Hospitality Association (BHA) Board Meeting was called to order at 3:14 p.m. on Monday, January 28, 2019.

A. Roll Call

B. Announcements ☐ Staff announced that BHA Sponsorship applications were due January 31st; all previously sponsored applicants have been notified of the upcoming deadline. ☐ Staff is developing a 2019 influencer program which will be presented to the Board once finalized. ☐ Robin Faulk will attend ITB Berlin from March 6th-10th, and along with Warner Bros., will be in the Visit California booth.

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

D. Board Member Comments ☐ Lucy Burghdorf reported that in December the number of passengers at the Hollywood Burbank Airport had increased 8.8% over last year. The projected total

number of passengers for 2018 will exceed 5 million; a milestone last reached in 2008. ☐ Alan Puana asked the BHA to consider development of a strategy and toolkit for Burbank hotels to be China Ready. This will help to maximize tourist spending and thereby ROI for Visit Burbank in an effort to be competitive with other local cities.

E. Approval of Minutes                      ACTION ITEM The meeting minutes for December 17, 2018 were approved as presented. Tom Whalen made a motion for approval, seconded by Tom Flavin; motion carried 7-0.

#### F. Treasurer's Report

Due to Mr. Swaney's absence, the Treasurer's report was tabled to the following meeting.

G. Acceptance of 2016-2017 Audit Review                      ACTION ITEM The Board reviewed the 2016-17 audit and there were no questions or comments. Tom Whalen made a motion to approve the 2016-17 BHA audit, second by Richard Sandoval; motion carried 7-0. A copy of the audit will be provided to the City of Burbank's Financial Services Director.

H. FAM Tour Discussion and Destination Development Funds      ACTION ITEM              Hotelbeds.com approached Mr. Garibian with a FAM tour opportunity for forty (40) people staying in twenty (20) rooms at the Coast Anabelle from April 10-13, 2019 while visiting Warner Bros., Universal Studios Hollywood, and Downtown Burbank. Danny Kahn made a motion to transfer 5% or \$15,050 of the current Destination Development budget to the Marketing budget, and to use \$12,000 of those funds to cover the FAM tour, seconded by Lucy Burghdorf; the motion carried 6-0, with Mr. Garibian abstaining.

I. Event Sponsorship Wrap-Up Staff reported on both Burbank Beer Festival and the Winter Wine Walk events which took place in Downtown Burbank in October and November 2018. Although both events were successful, the Beer Festival has been experiencing a downturn in attendance and for that reason, The Downtown Burbank Partnership has decided not to move forward with the event in 2019. In 2018, the Burbank Beer Festival resulted in 59 room nights and the Winter Wine Walk Resulted in 53 room nights. The 2019 Winter Wine Walk will take place in November as planned.

J. Board Approved Expenditures                      ACTION ITEM The Board considered transfer of \$62,000 from the City 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, a FAM tour in the amount of \$12,000, and ongoing administrative expenses in the amount of \$9,000. A motion

to approve the transfer of funds was made by Richard Sandoval, second by Danny Kahn; motion carried 7-0.

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K. Future Agenda Items The following items will be reviewed at a future meeting: The ITB Brochure, the new Visit Burbank influencer schedule, and plans for a China Ready Initiative.

L. Additional Board Member Comments Mr. Sandoval reported that due to the change in scope of his position at Marriott his future intent would be to transfer his Board responsibilities to Mr. Alan Tate, Los Angeles Burbank Airport Marriott General Manager and attend occasional meetings as a guest.

The T-BID will reconvene at the next Board Meeting tentatively scheduled for February 25, 2019, location to be determined. The meeting adjourned at 4:44 p.m.

# **BURBANK HOSPITALITY ASSOCIATION BOARD MEETING Minutes for the Meeting of March 25, 2019 – 3:00 P.M. Hilton Garden Inn, 401 S San Fernando Blvd. Burbank, CA 91502**

Members Present: Lucy Burghdorf, Hollywood Burbank Airport Tony Garibian, Coast Anabelle and Safari Inn, Chair Tom Flavin, Burbank Chamber of Commerce Julio Flores, Hilton Garden Inn Danny Kahn, Warner Bros. Studio Tours Alan Puana, Universal Studios Hollywood Michael Swaney, Residence Inn, Treasurer Sundeep Vagashia, Travelodge and Quality Inn

Members Absent: Patrick Prescott, Community Development Director Richard Sandoval, Burbank Airport Marriott, Vice-Chair Tom Whelan, Hotel Amarano Marketing Key Staff: Simone McFarland, Ass't Community Development Director Mary Hamzoian, Economic Development Manager Marissa Minor, Economic Development Analyst 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 3:04 p.m. on Monday, December 17, 2018.

## A. Roll Call

B. Announcements ☐ MUSEXPO, a BHA sponsored event, opened Sunday March 24th at their new Burbank venue, the Castaway. The music convention and expo runs through Wednesday and has already exceeded the guaranteed room block nights. The BHA Board is invited to the MUSEXPO Awards luncheon on Tuesday. ☐ Spirit Airlines announced a new route with three daily flights from Burbank to Las Vegas beginning on June 20, 2019. ☐ Hollywood Burbank Airport will be hosting six charrettes beginning March 27th to collect input from the public to provide architects and designers with suggested amenities for the new terminal.

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



consists of Lucy Burghdorf, Sundeep Vagashia, Tony Garibian, and Julio Flores. The Sponsorship committee is comprised of Tony Garibian, Sundeep Vagashia, Michael Swaney, and Danny Kahn.

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K. Approve Short Year Tax Return for Jan 1 2018 to Jun 30, 2018 ACTION ITEM The Board motioned to accept the Short year Tax Return for Jan 1, 2018. Motion by Tom Flavin and second by Lucy Burghdorf. Motion carried 8-0. Bookkeeper Teresa Mackey will ensure filing of the return.

L. Destination Travel Network Web Ad Sales ACTION ITEM Staff presented the opportunity to enter into an agreement with Destination Travel Network to sell and manage ads on the VisitBurbank.com website at no cost to BHA. Lucy Burghdorf moved to allow BHA to enter into such an agreement pending legal counsel review and after staff sets parameters for allowable ads, second by Sundeep Vagahia. Motion carried 8-0.

M. Destination Development Updates ACTION ITEM Staff presented an overview of a meeting with China Luxury Advisors, a China Ready consultant who offers a menu of services including training for hotel staff, marketing, and booking. Robin Faulk will be meeting with other China Ready consultants and bring back additional information and recommendations to the Board.

Alan Puana left at 4:00PM.

Mr. Garibian presented an opportunity to partner with Hollywood Burbank Airport to sponsor a Southwest Airlines Deck Party for their employees and agents at the Southwest corporate offices in Dallas Fort Worth on May 21st. Tom Flavin moved to support the event with a budget not to exceed \$7000.00, seconded by Danny Kahn. Motion passed 5-0, with Lucy Burghdorf abstaining.

Tom Flavin left at 4:19PM.

Staff reported a collaboration with Warner Bros for Selfie Spots in and around Burbank featuring DC comics characters in celebration of the 80th anniversary of the debut of Batman and upcoming 60th anniversary of DC's Justice League.

N. 2019 Influencers Schedule Staff reported on the 3rd year of the Influencers Program which in 2018 generated 1.5M impressions and 152K engagements on social media. The 2019 plan will include influencers identified with the following groups; males, LGBTQ, 'cool moms', theme parks, celebrities, and partner takeovers to maximize new social opportunities and engagements.

O. Post IPW FAM Tours and Destination Development Funding ACTION ITEM Staff reported on two Burbank FAM tours they are coordinating with Visit California that will take place immediately after International Pow Wow Convention in Anaheim at an estimated cost of \$23,300 to BHA. The Board discussed transferring the remaining 10% or \$28,595 (of the allowable annual 15% transfer limit) of the Destination Development Budget to Marketing. Michael Swaney moved to approve

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the FAM tours with the transfer of \$28,595 to the Marketing budget, second by Lucy Burghdorf. Motion approved 5-0 with Danny Kahn abstaining.

P. Approval of 2019-2020 Strausberg Marketing Contract ACTION ITEM The Board considered approval of the Strausberg Marketing Contract for a 2019-2020 media plan in the amount of \$8,000. Sundeep Vagashia motioned to approve, with second by Danny Kahn. Motion carried 6-0. Q. Board Approved Expenditures ACTION ITEM Staff requested transferring \$100,000 from the holding account to cover the following pre-approved expenses: consultant expenses in the amount of \$32,000, legal fees in the amount of \$10,000, advertising expenses in the amount of \$40,000, and ongoing administrative expenses in the amount of \$18,000. Sundeep Vagashia moved transfer of \$100,000 from the holding account, seconded by Lucy Burghdorf, motion carried 6-0.

R. Future Agenda Items The following are future agenda items: Sponsorship committee recommendations, potentially adjusting the monthly recurring meeting date and time, new Board member applications, and IPW booth costs.

The T-BID will reconvene at the next Board Meeting tentatively scheduled for April 15, 2019, location to be determined. The meeting adjourned at 5:12 p.m.