

Burbank Hospitality Association, Inc.
Special Meeting Agenda
Wednesday, October 5, 2016 - 3:00 P.M.

Community Services Building
150 N Third Street, Room 101
Burbank, CA 91502

A. ROLL CALL

B. 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.

C. Marketing Plan and Media Buys

ACTION ITEM

The Board will review the Media Plan & Marketing Budget previously presented by Strausberg Group for the remainder of FY 16-17.

D. Destination Development Brainstorming

The Board will brainstorm Destination Development opportunities as outlined in the Association's Management District Plan.

E. Ongoing Operational Issues

ACTION ITEM

F. 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, OCTOBER 12, 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 Amarano, 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 Special Meeting of October 5, 2016 - 3:00 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**
Alan Puana, Universal Studios Hollywood
Richard Sandoval, Burbank Airport Marriott
Michael Swaney, Residence Inn by Marriott, **Treasurer**

Members Absent: James Fitzpatrick, Courtyard by Marriott, **Secretary**
Danny Kahn, Warner Bros. Studio Tours Hollywood
Patrick Prescott, CDD Director
Bernadette Soriano, SpringHill Suites
Steve Tarn, Hilton Garden Inn
Tom Whalen, Hotel Amarano, **Chair**

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

The Burbank Hospitality Association (BHA) Board meeting was called to order at 3:10 p.m. on Wednesday, October 5, 2016.

A. Roll Call

B. Public Comment

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

C. Marketing Plan and Media Buys

ACTION

ITEM

Mary Hamzoian presented a five-year marketing budget comparison that outlined the annual marketing budget of the association, and the marketing dollars that were actually spent on an annual basis. The analysis shows a five-year marketing budget carryover of \$810,000, in addition to \$275,000 remaining from the FY 16-17 marketing budget. This totals \$1,085,000 available for marketing.

Robin Faulk presented the details of the proposed marketing plan and media buy from Strausberg Group. The presentation first outlined the marketing outlets used in the previous campaign and their respective results. Strausberg's proposed media buy of \$733,000 was decreased to a \$442,000 more conservative media buy option. Items like the social media influencers' campaign and Southwest Airlines Magazine in-flight publication were removed. Strausberg then outlined secondary and tertiary marketing options that can be individually added into the reduced marketing plan at the discretion of the BHA. Richard Sandoval shared

his thoughts and stated that more digital advertising presented a better ROI than print media. Alan Puana shared that the international media buys and partnerships with Brand USA were critical components to keep, in addition to a larger SEO budget. The remaining Board Members agreed with those comments and Ms. Hamzoian suggested the Board approve a not-to-exceed amount with revisions as they felt necessary. The Board agreed to adding \$100,000 more for digital ad buys, \$26,000 more for website SEO, decreasing the print advertisements, and added back the social media influencers campaigns and Southwest Airlines Magazine in-flight publication. The Board felt comfortable with a \$600,000 marketing plan and media buy for Strausberg to re-configure within the different categories. Mr. Sandoval made a motion to approve, second by Mr. Garibian.

D. Destination Development Brainstorming

Ms. Hamzoian presented various destination development ideas as approved in the Management District Plan for the Board's consideration. Ideas included: wayfinding signage, art and cultural projects, gateway enhancements, and infrastructure improvements. She also suggested that the Board may hire a consultant to assist with development concepts relative to Burbank that would attract tourism. After some discussion, the Board questioned what other surrounding cities such as West Hollywood, Pasadena, San Diego, and even San Francisco have done for similar projects. Ms. Hamzoian stated that for this initial discussion, Staff had not researched other destinations, but will do so and bring back ideas for the Boards consideration.

E. Ongoing Operational Issues

ACTION ITEM

Susie Avetisyan requested \$100,000 to be transferred from the BHA Treasurer's Account to the BHA checking account to pay upcoming bills. Mr. Sandoval made a motion for approval, second by Ms. Burghdorf.

F. Future Agenda Items

1. Marketing Plan and Media Buy Revisions

The T-BID will reconvene with the next regularly scheduled Board Meeting on October 12, 2016, location to be determined. The meeting adjourned at 4:55 pm.