

**Burbank Hospitality Association, Inc.
Closed Session Meeting Agenda
Wednesday, May 16, 2018 – 2:30 P.M.**

**Los Angeles Burbank Airport Marriott
Producer A and B
2500 N Hollywood Way
Burbank, CA 91505**

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.

Adjournment to

**Burbank Hospitality Association, Inc.
Meeting Agenda
Wednesday, May 16, 2018 – 3:00 P.M.**

**Los Angeles Burbank Airport Marriott
Producer A and B
2500 N Hollywood Way
Burbank, CA 91505**

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 March 28, 2018 meeting minutes.

G. TREASURER'S REPORT

ACTION ITEM

The Board will consider approval of the March 28 – May 16, 2018 Treasurer's Report.

H. Destination Creative Group Presentation

ACTION ITEM

Representatives from Destination Creative Group will make a presentation on a potential Annual Visit Burbank Magazine.

I. Fiscal year 2018-2019 Budget

ACTION ITEM

Staff will present a proposed 2018-2019 Operating Budget for Board approval.

J. Fiscal year 2018-2019 Media Plan and Advertising Campaign

ACTION ITEM

Staff will present a proposed 2018-2019 Marketing and Media Plan, along with draft creative concepts, for Board consideration.

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

ACTION ITEM

At the request of the Board, staff will present a city-wide marketing opportunity to welcome attendees to the 2018 CTN Animation eXpo.

L. SPONSORSHIP OPPORTUNITY: Travel and Tourism Marketing Association (TTMA)

ACTION ITEM

The Board will consider partnering with TTMA in the amount of \$500 to host the June membership luncheon taking place at Castaway Restaurant.

M. 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.

N. Board Approved Expenditures

ACTION ITEM

The Board will consider 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.

O. 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, JUNE 13, 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 March 28, 2018 – 2:00 P.M.

Coast Anabelle Hotel
2011 Olive Ave.
Burbank, CA 91506

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
Michael Swaney, Residence Inn by Marriott, **Treasurer**
Sundeep Vagashia, Travelodge and Quality Inn

Members Absent: Patrick Prescott, Community Development Director
Alan Puana, Universal Studios Hollywood
Richard Sandoval, Burbank Airport Marriott
Tom Whelan, Hotel Amaranano

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 Meeting was called to order at 2:05 p.m. on Wednesday, March 28, 2018.

A. Roll Call

B. Announcements

The following announcements were made by staff:

- Nora Derohanessian, the new management intern for the Community Development Department was present for the meeting
- The Downtown Burbank Arts Festival will be held on April 14th and 15th along San Fernando Blvd. The event features over 150 artists, live music, demonstrations, and activities. This year's event will showcase 80 animators from Creative Talent Network.

- The City's Business and Economic Development Division won three California Association of Local Economic Development (CALED) Awards of Merit. Awards were given for Downtown Burbank's outdoor art and murals program, the Economic Development marketing video used for business attraction efforts, and the multi-year partnership between the Creative Talent Network and the City of Burbank.

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 shared that he and Robin Faulk had a successful trip to ITB Berlin. They touched base with many leads and will report to the Board at a later date.

F. Approval of Minutes

ACTION ITEM

The meeting minutes of February 21, 2018 meeting were approved as presented. Mr. Garibian made a motion to approve, second by Michael Swaney. Motion passed 7-0.

G. Treasurer's Report

ACTION ITEM

Mr. Swaney presented the Treasurer's Report from February 22, 2018 through March 28, 2018 with income of \$62,579.98, expenses of \$23,973.54, and total assets on hand of \$610, 545.95. Lucy Burghdorf made a motion to approve, second by Tom Flavin. Motion carried 7-0.

H. BHA Event Sponsorship Resolutions

ACTION ITEM

Ryan Dunn introduced Resolution 2018-001 to establish the Ad Hoc Application Review Committee to now be a standing committee titled the 'Sponsorship Advisory Committee'. As a standing committee they must comply with Brown Act Requirements and give notice of meetings. Mr. Flavin made a motion to approve second from Ms. Burghdorf. Motion carried 7-0. Mr. Dunn then introduced Resolution 2018-002 to designate procedures for review of event sponsorship applications. Mr. Flavin made another motion to approve, second by Ms. Burghdorf. Motion carried 7-0.

I. Event Sponsorship Consideration

ACTION ITEM

Ms. Avetisyan shared that the Sponsorships Advisory Committee met and received seven applications for sponsorship consideration. The Board considered recommendations from the Sponsorship Advisory committee for the first session of 2018 and elected to vote on each application separately.

1. Burbank Comedy Festival Recommended Funding \$20,000
August 12-18, 2018
To support Sales and Marketing which will include social media, celebrity podcasts, radio and print ads, and promotional merchandising items and is anticipated to reach 2.5 million people and generate 240 room nights.
Motion by Ms. Burghdorf, second by Mr. Swaney. Motion approved 7-0
2. Dragonfest Recommended Funding \$15,000
August 25-26, 2018
To support Sales & Marketing and Destination Development with a campaign to be geo-targetted to primary audience destinations including New York, Texas, Ohio, Florida and International destinations and include print ads and PSA's, radio ads and radio shows. With an increase in vendors and convention days from last year the event is anticipated to generate 340 room nights. Motion by Danny Kahn, second by Ms. Burghdorf. Motion approved 7-0
3. Burbank Beer Festival Recommended Funding \$30,000
October 20, 2018
To support Marketing and Destination Development with social media ads and posts, paid search ads and outreach to established drive and fly markets with an anticipated reach of 4.16 million and generating 56 room nights.
Motion by Ms. Burghdorf, second by Mr. Swaney. Motion approved 5-2 with Mr Kahn and Mr. Vaghashia voting against.
4. Winter Wine Walk Recommended Funding \$10,000
November 17, 2018
To support Marketing and Destination Development with social media ads and posts, paid search ads and outreach to established drive and fly markets with an anticipated reach of 4.16 million and generating 82 room nights.
Motion by Mr. Swaney, second by Mr. Flavin. Motion approved 5-2 with Mr. Kahn and Mr. Vaghashia voting against.
5. CTN Animation Expo Recommended Funding \$100,000
November 16-18, 2018
To support Sales & marketing and Destination Devleopment with social media posts and ads marketed to a national and international audience and additionally a dedicated e-newsletter to 60,000+ subscribers estimated to generate 2,431 room nights.
Motion by Mr. Kahn, second by Ms. Burghdorf. Motion approved 7-0.
6. Kenan and Kel Reunion Special Recommended Funding \$0
August 12 or 18, 2018

With the comedians not confirmed and no confirmed date or venue, staff recommended to not sponsor this event. The Board concurred.

7. Burbank International Film Festival Recommended Funding \$0
September 5-9, 2018

BHA had previously sponsored this event, however, with eight confirmed room nights booked last year and minimal changes in this years' marketing efforts, staff did not recommend to sponsor the event this year. The Board concurred.

J. ONE Burbank Agreement

ACTION ITEM

Mr. Dunn introduced the draft agreement between the BHA and ONE Burbank to provide high speed fiber optics internet to Burbank hotel guests. He has been in contact with the City Attorney's Office regarding clarifications to the agreement and has asked for the right to negotiate on behalf of the BHA. Mr. Flavin made a motion to approve the agreement specifying 5 gigs of bandwidth for the BHA district for a not to exceed amount of \$8,410 per month and to further give Mr. Dunn authority to finalize agreement negotiations on behalf of BHA, second by Ms. Burghdorf. Motion carried 7-0.

K. New Board Member Appointment

ACTION ITEM

Due to the resignation of Steve Tarn, the Board appointed Julio Flores, new General Manager of the Hilton Garden Inn as a voting board member. Mr. Kahn made a motion to approve, second by Sundeep Vagashia. Motion carried 7-0.

L. HotelPlanner.com Agreement

ACTION ITEM

Robin Faulk presented information on the HotelPlanner Preferred Membership Program. HotelPlanner was introduced to the Board as a result of attending International Pow Wow Conference in June 2017. It represents 11% of global group sales and exclusively handles group business for all Expedia affiliates, Priceline, and wedding & event sites. The benefits of becoming a preferred member include priority placement on the website, lower commissionable rates, Best Seller logos, and rate analysis data at a price of \$765/year. As of now, the following five hotels have expressed interest in becoming a preferred member: Hilton Garden Inn, Coast Anabelle Hotel, Safari Inn, Hotel Amarano, and Ramada Inn. Mr. Vagashia mentioned that the Travelodge and Quality Inn would also like to become preferred members. The four Burbank Marriott properties are interested as well, but currently undergoing corporate contract negotiations with HotelPlanner. Mr. Garibian made a motion to approve a not to exceed amount of \$9,000 to incorporate the aforementioned seven hotels to become preferred members and include Marriott properties once corporate agreements are met, seconded by Mr. Vagashia. Motion approved 7-0.

M. Resolution for Marketing and Design Advisory Committee

ACTION ITEM

Ms. Avetisyan introduced Resolution 2018-003 to establish the Marketing and Creative Design Ad Hoc Advisory Committee to assist with developing Phase III Marketing Creatives and Branding. The following Board Members volunteered to

be on the committee; Jim Fitzpatrick, Ms. Burghdorf, Mr. Vagashia, and Mr. Garibian. Mr. Kahn made a motion to approve, second by Mr. Flavin. Motion approved 7-0.

Ms. Burghdorf left at 4:15pm.

N. Annual Budget Discussion

At the request of the BHA Bookkeeper, the Board discussed their annual budget and operating expenses. A consensus was reached to create a line item budget for the upcoming fiscal year that will help guide new financial decisions as they arise.

O. Board Approved Expenditures

ACTION ITEM

Staff requested transferring \$275,000 from the holding account to cover the following pre-approved expenses: consultant expenses in the amount of \$40,000, legal fees in the amount of \$5,000, advertising expenses in the amount of \$40,000, and sponsorship expenses in the amount of \$175,000 allocated as follows:

- Burbank Comedy Festival - \$20,000
- Dragonfest - \$15,000
- Burbank Beer Festival - \$30,000
- Winter Wine Walk -\$10,000
- CTN Animation Expo - \$100,000

The remaining \$15,000 will be used for ongoing administrative expenses.

Mr. Kahn moved to transfer \$275,000 from the holding account, second by Mr. Vagashia. Motion carried 6-0.

P. Future Agenda Items

The following are future agenda items:

- Update on ITB Berlin
- CTN Expo security costs

The T-BID will not meet in April and reconvene with the next regularly scheduled Board Meeting tentatively scheduled for May 9, 2018, location to be determined. The meeting adjourned 4:36 p.m.