

**Burbank Hospitality Association, Inc.
Closed Session Meeting Agenda
Monday, August 27, 2018 – 2:30 P.M.
Hilton Garden Inn
401 S San Fernando Blvd.
Burbank, CA 91502**

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.

**Burbank Hospitality Association, Inc.
Meeting Agenda
Monday, August 27, 2018 – 3:00 P.M.
Hilton Garden Inn
401 S San Fernando Blvd.
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 July 11, 2018 meeting minutes.

G. TREASURER'S REPORT

The Board will consider approval of the July 1, 2018 – to July 31, 2018 Treasurer's Report.

H. BHA 2017 Tax Returns

ACTION ITEM

The Board will review the draft BHA 2017 tax returns for approval.

Staff Recommendation: Approve the 2017 tax returns.

I. BHA Administrative Staffing Contract Renewal

ACTION ITEM

The Board will consider renewal of Service Agreements between the BHA and Barbara Miller for Administrative Services and the BHA and Teresa Mackey for Bookkeeping and Financial services for a 1-year term renewal through September 2019.

Staff Recommendation:

H(1): Approval of amended Professional Services Agreement for office administration between the BHA and Barbara Miller amending the terms of compensation, noticing requirements, and adding weekly reporting to the scope of services.

H(2): Approval of amended Professional Services Agreement for financial administration between the BHA and Teresa Mackey amending the noticing requirements.

J. Board Renewals

ACTION ITEM

The Board will review and consider renewals for current members: Tony Garibian, James Fitzpatrick, Michael Swaney, Lucy Burghdorf, Patrick Prescott and Tom Whelan whose terms will expire October 1, 2018.

Staff Recommendation: Approve all current Board Members for another 1-year term of service on the Burbank Hospitality Association Board through October 1, 2019.

K. Vice Chair Position

ACTION ITEM

The Board will accept nominations for the Vice Chair position of the Executive Committee.

Staff Recommendation: Elect a new voting Board Member to serve as new Vice Chair until June 2019 or reappoint current Vice Chair, Richard Sandoval to continue serving until June 2019.

L. Strausberg Group Website and Marketing Update

Strausberg Group will present website analytics and marketing campaign updates from January – June 2018.

M. New Airline Attraction Incentive Packages Guideline

ACTION ITEM

The Board will consider adopting guidelines pertaining to allocating funds for collaborative campaign opportunities with airlines that establish new routes to/from the Hollywood Burbank Airport.

Staff Recommendation: Approve Airline Attraction Incentive Program guidelines to help determine funds for collaborative campaign opportunities with airlines that establish new routes to/from the Hollywood Burbank Airport as sanctioned by the Burbank Hollywood Airport's Air Service Development Staff and consultants.

N. Jet Blue: Boston Route Consideration

ACTION ITEM

Staff will present a proposal to allocate funding for marketing to Jet Blue for a new route to Boston launching in September in accordance with the approved 'Airline Incentive Packages Guidelines'.

Staff Recommendation: Approve the allocation of funding to Jet Blue for amount to exceed amount of \$50K in accordance with the guidelines established by the BHA.

O. CTN eXpo Additional Marketing Opportunities

ACTION ITEM

Staff will present updated recommendations regarding Paint the Town CTN city-wide marketing campaign for the 2018 Creative Talent Network Animation eXpo.

Staff Recommendation: Approve a not to exceed amount of \$35,000 for additional city-wide marketing opportunities as feasible including: hotel elevator wraps; hotel exterior lighting displays/banners; Hollywood Burbank Airport placement signs; shuttle bus wraps; and any other suitable recommendations from BHA.

P. Destination Development: ONE Burbank Cost Clarification

ACTION ITEM

Staff will review the costs and responsibilities to both the BHA and qualifying hoteliers obtaining service from ONE Burbank for Fiber installation as a part of the BHA Destination Development Program.

Staff Recommendation: Perspective BHA hotels should be responsible for any cost associated with the installation and/or removal of ONE Burbank Fiber Services. The BHA will only be responsible to pay for monthly service costs associated with ONE Burbank fiber optics program.

Q. International Trade Berlin/ International Pow Wow Update

Staff will present an update from attending both conventions to include direct sales efforts and initiatives that have been established.

R. 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.

S. 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, SEPTEMBER 12, 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 Amaranco

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 TDD with questions or concerns.

BURBANK HOSPITALITY ASSOCIATION BOARD MEETING
Minutes for the Meeting of July 11, 2018 – 3:00 P.M.

The Castaway Restaurant
1250 E. Harvard Rd.
Burbank, CA 91501

Members Present: Lucy Burghdorf, Hollywood Burbank Airport
James Fitzpatrick, Courtyard by Marriott, **Secretary**
Julio Flores, Hilton Garden Inn
Tom Flavin, Burbank Chamber of Commerce
Tony Garibian, Coast Anabelle and Safari Inn, **Chair**
Michael Swaney, Residence Inn by Marriott, **Treasurer**
Sundeep Vagashia, Travelodge and Quality Inn
Tom Whelan, Hotel Amaranio

Members Absent: Alan Puana, Universal Studios Hollywood
Danny Kahn, Warner Bros. Studio Tours Hollywood
Patrick Prescott, Community Development Director
Richard Sandoval, Burbank Airport Marriott, **Vice-Chair**

Marketing Key Staff: Mary Hamzoian, Economic Development Manager
Susie Avetisyan, 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 Closed Session Meeting was called to order at 2:30 p.m. on Wednesday, July 11, 2018.

A. Roll Call

B. CONFERENCE WITH LEGAL COUNSEL – ANTICIPATED LITIGATION
(1 CASE) (GOV. CODE, § 54956.9.)

The Board held a Closed Session Meeting with legal counsel pursuant to Government Code section 54956.9(d)(2) or (3) to discuss the recommendations from the Burbank City Attorney's December 20, 2016 staff report to City Council.

Adjournment to
Burbank Hospitality Association, Inc.
Wednesday, July 11, 2018 – 3:00 P.M.

The Burbank Hospitality Association (BHA) Board Meeting was called to order at 3:06 p.m. on Wednesday, July 11, 2018.

A. Roll Call

B. Announcements

The following announcements were made by staff:

- The Downtown Burbank Car Classic is scheduled for Saturday, August 4th along San Fernando Blvd.
- The State of the City Luncheon will be held on Wednesday, October 3, 2018 at the Los Angeles Burbank Airport Marriott.
- Strausberg Group and staff will be facilitating a two-day photo shoot on August 16th and 17th as part of the new marketing campaign. Photo shoot locations will include the Hollywood Burbank Airport, the Castaway, and Downtown 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

- Lucy Burghdorf announced that in May 2018, the Hollywood Burbank Airport had an 11.85% increase in passengers over last year and a 13.67% increase year to date with 255,855 passengers through May.
- Tony Garibian announced that the Safari Inn was the venue for three days of filming for an upcoming project, whose title will be disclosed at a later date in time. The Safari Inn also hosted a photo shoot the previous night and was featured in the beginning of the new Incredibles 2 movie.
- Mr. Garibian shared that he met with Southwest Airline representatives regarding their newly announced nonstop routes to Burbank Hollywood Airport.
- Tom Flavin asked the Board to consider a policy to streamline meetings and have staff bring recommendations of future action items to be included on the agenda.

F. Approval of Minutes

ACTION ITEM

The meeting minutes of June 13, 2018 meeting were approved as presented. Mr. Flavin made a motion to approve, second by James Fitzpatrick. The motion carried 8-0.

G. Treasurer's Report

Mr. Swaney presented the Treasurer's Report from June 1, 2018 through June 30, 2018 with income of \$3,064, expenses of \$125,308, and total assets on hand of \$494,678. Mr. Swaney then presented a July 2017 through June 2018 Annual Report with Total Income of \$1,115,771 and expenses of \$1,563,729.

H. The Castaway Restaurant Presentation

Ryan Smith, Regional Director, at The Castaway presented an overview of the recent remodel, upgrades, and current offerings to the restaurant and banquet facilities. He also stated that The Castaway has about 400 employees.

- I. Board Term Renewal** **ACTION ITEM**
Mr. Flavin shared his interest in renewing his board term. Mr. Garibian made a motion to approve Mr. Flavin's term for another two years, second by Ms. Burghdorf. Motion carried 7-0, with one abstention from Mr. Flavin.
- J. Executive Committee Positions** **ACTION ITEM**
Ms. Avetisyan reminded the Board that the July meeting served as the annual meeting of the BHA where new Executive Committee positions are to be reappointed or renewed. Any voting Board Member is eligible to be nominated for an Executive Committee position. Due to Mr. Sandoval's absence, the election of the Vice-Chair position was tabled to the next meeting. The BHA was in favor of keeping all other positions unchanged. Mr. Whelan made a motion to reappoint the following: Tony Garibian, Board Chair; Michael Swaney, Treasurer; and James Fitzpatrick, Secretary second by Ms. Burghdorf. Motion carried 8-0.
- K. New Airline Route Incentive Package Guidelines** **ACTION ITEM**
Staff presented draft guidelines pertaining to allocating funds for incentive packages to attract new airlines and/or routes to/from the Hollywood Burbank Airport (Airport). The Board felt that the draft guidelines were too stringent for many major airlines to follow. Before approving guidelines, the Board suggested seeking input from Airport staff who regularly worked with recruiting new airlines. Mr. Whelan moved to table approval to next month once staff could provide input from the Airports Air Service Development Staff and consultants, second by Mr. Fitzpatrick. Motion carried 8-0.
- L. Economic Development Updates**
Ms. Hamzoian updated the BHA on the recent accomplishments of the Downtown Burbank Partnership, new retail tenants citywide, and recent proposed and pending project developments.
- M. Board Approved Expenditures** **ACTION ITEM**
Staff requested 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. Ms. Burghdorf moved to transfer \$50,000 from the holding account, second by Mr. Swaney. Motion carried 8-0.
- N. Future Agenda Items**
The following are future agenda items:
- Election of Vice-Chair
 - Policy for Staff Recommendations to streamline meetings
 - Air Route Incentive Guidelines
 - International Pow Wow and ITB Update

The T-BID will reconvene with the next regularly scheduled Board Meeting tentatively scheduled for August 8, 2018, location to be determined. The meeting adjourned at 5:28 p.m.