

**BURBANK HOSPITALITY ASSOCIATION BOARD MEETING**  
**Minutes for the Meeting of August 19, 2019 – 2:00 P.M.**  
**Burbank Chamber of Commerce**  
**200 W Magnolia Blvd, Burbank, CA 91502**

- Members Present: Tony Garibian, Coast Anabelle and Safari Inn, **Chair**  
Danny Kahn, Warner Bros Studio Tours, **Vice-Chair**  
Michael Swaney, Residence Inn, **Treasurer**  
Lucy Burghdorf, Hollywood Burbank Airport  
Tom Flavin, Burbank Chamber of Commerce  
Adrian Pastrana, Quality Inn  
Alan Tate, Burbank Airport Marriott  
Tom Whelan, Hotel Amaranio
- Members Absent: Sundeep Vaghashia, Travelodge and Quality Inn, **Secretary**  
Julio Flores, Hilton Garden Inn  
Patrick Prescott, Community Development Director (ex-officio)  
Alan Puana, Universal Studios Hollywood  
Richard Sandoval, Burbank Airport Marriott, (non-voting)
- Marketing Key Staff: Mary Hamzoian, Economic Development Manager  
Marissa Minor, Economic Development Analyst  
Erika De Leon, Economic Development Analyst
- Administrative 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 2:05 p.m. on Monday, August 19, 2019.

**A. Roll Call:** There was a quorum.

**B. Announcements**

- Staff announced the opening and anticipated opening of many new restaurant and retail spaces in Burbank including Bob's Discount Furniture, Common Grounds, Naimie's Beauty, Pickwick – LA Kings Ice Rink, Panini Kabob Grill, White Barn Candle Co, Salon Republic, Han Korean BBQ, and Round 1 Entertainment.
- Staff reported that the Downtown Burbank Partnership had installed 300 new light pole banners; another 100 banners will be installed in September.
- Staff provided an update on the Downtown Burbank Car Classic, which was a great success with more than 25,000 attendees and 225 registered cars, the most to date. VIP Event attendees this year included The Television Motion Picture Car Club, Vehicle Effects, and The Burbank Historical Society. The

next Downtown Burbank event will be the upcoming Winter Wine Walk, taking place on Saturday, November 16th.

- Staff noted that City Manager Ron Davis's retirement celebration is planned for September 12, 2019. Justin Hess is currently the Acting City Manager, and Judie Wilke is the Acting Assistant City Manager.
- Erika De Leon was introduced to the Board as the new Economic Development Analyst in Community Development.

**C. Public Comment**

Grace Miane, General Manager at the Spring Hill Suites introduced herself to the Board.

**D. Response to Public Comment**

There was no response.

**E. Board Member Comments**

- Lucy Burghdorf, Hollywood Burbank Airport, provided a few updates:
  - The first Airport Noise Taskforce meeting will be held on August 28th at 6:30 pm at the Burbank Airport Marriott Hotel.
  - The Airport 'Green Initiative' Kickoff meeting with South Coast Air Quality Management District will be held on September 9th at 6:00 pm in the Airport Sky Room.
  - A Fifth Charrette workshop for the airport will be held on September 4th at 6:00 pm at The Castaway.
  - Atlanta and Dallas flights continue to sell out, and Nashville flights have been paused for the time being.
- Tom Flavin, Burbank Chamber of Commerce, notified the Board that the Chamber will be sending a survey to members regarding the upcoming BUSD parcel ballot measure scheduled for the March 2020 ballot and the statewide Split Roll tax scheduled for the November 2020 ballot.
- Tom Whelan, Hotel Amarano, notified the Board that Pebblebrook Hotel Trust has officially sold the Hotel Amarano for \$72.9 million. Under new ownership, the hotel is expected to receive room updates in spring 2020. Mr. Whelan will stay on as General Manager.

**F. Approval of Minutes**

**ACTION ITEM**

The meeting minutes of June 17 and July 15, 2019 were approved as presented. Michael Swaney made a motion for approval, seconded by Lucy Burghdorf; motion carried 8-0.

**G. Treasurer's Report**

Treasurer Michael Swaney gave the treasurer's report, noting total income of \$1,159,331.57 and total expenses of \$936,946.56 for the period July 2018 to June 2019, leaving a balance on hand of \$222,385.01.

**H. Universal Studios Hollywood Preferred Hotel Partnership Program Update**

Staff provided an update on the Universal Studios Hollywood Preferred Hotel Partnership Program (USHPPP). Last month, Universal Parks & Resorts Vacations representatives Christopher Martin, Senior Director of Marketing and Revenue Management and Luis Torres, Manager of Sales, Universal Studios Hollywood (USH) gave an update noting that technical delays had caused the program launch in March 2019 instead of January 2019. Additionally, delays with marketing and digital advertising caused unfavorable revenue results for the program as well. The marketing campaign for the program officially began in July 2019. USHPPP staff is currently reviewing prices to ensure competitiveness and stabilize the booking engine. Going forward, Mr. Martin agreed to provide the BHA with quarterly and in some cases monthly progress updates beginning September 1, 2019.

**I. BHA Board Responsibilities and Brown Act Refresher ACTION ITEM**

BHA Counsel provided a Brown Act Refresher and the Board reviewed and approved the Board Responsibilities sheet. Adrian Pastrana made a motion to approve the BHA Board Responsibilities as presented, seconded by Danny Kahn; motion carried 8-0.

**J. HotelPlanner.com ACTION ITEM**

Staff discussed HotelPlanner.com Preferred Membership program. Membership on the website includes enhanced listings, improved site placement, and will feature participants as "bestsellers". The cost for the Burbank Airport Marriott is \$1,299 the cost for the Quality Inn Burbank t is \$490. All other Burbank hotels are \$600. After review of the proposed program, Tom Whelan made a motion to approve a one-year membership to include up to 17 hotels on HotelPlanner.com and not-to-exceed \$11,000, seconded by Tom Flavin; motion carried 8-0.

**K. Warner Bros. Studio Tour Visitor Center Presentation**

Danny Kahn from Warner Bros Studio Tour Hollywood provided an update on the forthcoming Warner Bros. Visitor Center, set to open in March 2020. The new Tour Center will feature a full-service and fast casual Friends themed restaurant, 900+ parking spaces, 15,000 sq. ft. of VR experience space, and 58,000 sq. ft. of event space. With an increased capacity for visitors and tours, the goal is to reach one million guests by 2028.

**L. Sponsorship Recommendations ACTION ITEM**

Staff presented information on Phase II sponsorship applications from MUSEXPO and the Burbank Winter Wine Walk to the Board. Per the subcommittee's recommendation, the Board discussed allocating a sponsorship of \$30,000 for the MUSEXPO for 500-room block for the 2020 event, and \$7,500 to the Burbank Winter Wine Walk for 100-room block for the November 2019 event. If the Burbank Winter Wine Walk is able to secure 200 rooms, an additional sponsorship of \$7,500 will be considered for a total potential sponsorship of \$15,000. The Board also discussed establishing a policy to include language in the sponsorship agreement detailing a requirement to guarantee room blocks in exchange for sponsorship funds going forward in 2020. Danny Kahn made a motion to award a \$30,000 sponsorship to the MUSEXPO, seconded by Alan Tate; motion carried 8-0. Tom Whelan made a motion to approve an initial \$7,500 sponsorship to the Burbank Winter Wine Walk, awarded upon notification that 100-rooms have been blocked for the event, the motion was seconded by Lucy Burghdorf; motion carried 8-0.

**M. IPW Wrap-Up and FAM Tour Debrief**

This item has been tabled to the next scheduled meeting due to lack of time.

**N. Board Approved Expenditures**

Staff requested transferring \$80,000 from the holding account to cover the following pre-approved expenses: consultant expenses of \$16,000, legal fees of \$5,000, advertising expenses of \$40,000, \$10,000 for Hotel Planner and ongoing administrative expenses in the amount of \$9,000. Danny Kahn made a motion to transfer \$80,000 from the holding account, second by Michael Swaney; motion carried 8-0.

**O. Future Agenda Items**

The following are future agenda items:

- IPW Wrap Up and FAM Tour debrief
- DC Comics statue update
- ONE Burbank update
- Dragonfest Event debrief
- Board Meeting date/time discussion

**P. Adjournment**

*The T-BID will reconvene at the next Board Meeting tentatively scheduled for September 16, 2019, location to be determined. The meeting adjourned at 4:05 p.m.*