

**BURBANK HOSPITALITY ASSOCIATION BOARD MEETING**  
**Minutes for the Meeting of January 14, 2015 - 3:00 P.M.**  
**Burbank Community Services Building Room 104**  
**150 N Third Street**  
**Burbank, CA 91502**

Members Present: Lucy Burghdorf, Burbank Bob Hope Airport  
James Fitzpatrick, Courtyard by Marriott, **Secretary**  
Tony Garibian, Coast Anabelle and Safari Inn, **Vice-Chair**  
Danny Kahn, Warner Bros. Studio Tours Hollywood  
Nawar Miri, Holiday Inn Burbank Media Center  
Patrick Prescott, Interim CDD Director  
Richard Sandoval, Burbank Airport Marriott  
Bernadette Soriano, SpringHill Suites  
Michael Swaney, Residence Inn by Marriott, **Treasurer**  
Tom Whalen, Hotel Amaranos, **Chair**

Members Absent: None

Department Key Staff: Mary Hamzoian, Community Development Dept.  
Susie Avetisyan, Community Development Dept.  
Marissa Minor, Community Development Dept.

The Burbank Hospitality Association (BHA) Board meeting was called to order at 3:05 p.m. on Thursday, January 14, 2016.

**A. Roll Call**

**B. Announcements**

Susie Avetisyan announced the following:

1. The FY 2014-15 BHA Annual Report is near completion.
2. The new Visit Burbank website will be launching in February.
3. An advertisement from the new marketing campaign is featured in the 2016 Los Angeles Official Visitor's Guide.
4. Nawar Miri, Director of Operations, is now representing the Holiday Inn Burbank Media Center until a new General Manager is hired.

Mary Hamzoian introduced the following City of Burbank representatives present:

1. Patrick Prescott as the new Interim Community Development Director.
2. Jess Talamantes, Vice-Mayor of Burbank City Council.

**C. Public Comment**

Due to the presence of multiple members of the public, Ms. Hamzoian suggested everyone go around the table and introduce themselves. The following guests were members of the public:

1. Gina Trechter, Civitas Advisors, Inc.
2. Jess Talamantes, Burbank City Council
3. Nawar Miri, J.P. Allen, Inc.

4. Justin Stratford, aRes Travel
5. Luis Torres, Universal Studios Hollywood
6. Alan Puana, Universal Studios Hollywood

**D. Approval of Minutes**

**ACTION ITEM**

The minutes of the November 12, 2015 meeting were approved as written. Richard Sandoval made a motion to approve, second by Tom Whelan; motion carried 7-0.

**E. Treasurer's Report**

**ACTION ITEM**

The Treasurer's Report outlining all financial activity through January 8, 2016 was approved. To date, the balance sheet represented assets equaling \$1,200,751.32. Tony Garibian made a motion to approve, second by Mr. Whelan; motion carried 7-0.

**F. Non-Voting Member Appointment**

The Board voted to appoint Alan Puana, Director of Sales for Universal Studios Hollywood as a non-voting member of the BHA. Danny Khan made a motion to approve, second by Mr. Garibian.

**G. T-BID Renewal Update**

Gina Trechter, Advisor from Civitas, was present to share information regarding the status of the BHA renewal. Ms. Trechter presented the updated Management District Plan (MDP) highlighting changes from the current MDP in effect. The changes include:

1. Term of the T-BID

The new term will begin on July 1, 2016, as opposed to October 1, 2016. This change will now align with the City's fiscal year, allowing for more streamlined financing and book-keeping. The new term will also be increased from a five-year term to a ten-year term.

2. Addition of Services

The MDP will add a new service and budget category titled 'Destination Development.' This will make up 20% of the budget. Potential projects anticipated are wayfinding signs, infrastructure developments, banner programs, district identification, shuttle service, etc. These developments will act as a citywide benefit, in addition to a tourism benefit.

3. Assessment Rate

The MDP now has the option to increase the current one percent assessment rate to a maximum of three percent in the ten-year term. If during the ten-year term, the Board chooses to decrease the assessment back to one percent, that option is also available.

4. Budget Increase

Given the success of the T-BID, the initial budget for the new term will begin at approximately \$733,000. This number was based off the assessment

revenue of Fiscal Year 2013-2014. Ms. Hamzoian shared that for Fiscal Year 2014-2015, assessments received equaled over \$789,000. That will now be the new benchmark budget figure.

5. **Board Management**

The MDP will now include broader restrictions for becoming a BHA board member. Instead of a set amount of seats representing different category hotels, now the MDP will state that a majority of board members will comprise of hoteliers.

The Board discussed these changes and felt comfortable moving forward with the MDP. Ms. Hamzoian stated that staff will be meeting with the hoteliers not on the Board to solidify their support of the T-BID renewal. She also requested if board members would be able to attend and advocate for the positive influence the T-BID has made in Burbank. The Board has the opportunity to approve the amended MDP under Ongoing Operational Issues.

**H. Universal Studios Hollywood Partnership Opportunities      ACTION ITEM**

Alan Puana, Director of Sales at Universal Studios Hollywood, and Ms. Hamzoian presented information regarding the new Universal Studios Preferred Hotel Program. Mr. Puana was able to extend the offer for all qualifying Burbank hotels to be included in the Preferred Hotel Program. Advantages of this program include: early park admission; inclusion in Universal Studio's marketing and social media campaigns; cross-promotional logo placement; and much more.

The criteria to qualify is two-fold; the hotel must be a current member of the Universal Studios Hotel Partnership Program, and must maintain at least a 3.5 star rating on TripAdvisor or Expedia, and a 7.0 on Booking.com. As a result, 13 Burbank hotels qualify for the Preferred Hotel Program. The annual investment is \$10,000 per hotel every year, payable by the BHA.

The board held some discussion regarding the program. The bookings would be made on the Universal Studios website and purchased through aRes Travel. The program has lots of flexibility to hoteliers and how many rooms they would like to make available to potential Preferred Hotel Program bookings. The number of rooms available can be changed at any time. Given all the potential for added exposure and increased sales, the board was in favor of moving forward with the Preferred Hotel Program. Ms. Hamzoian suggested a not to exceed amount of \$140,000 to include the Hilton Garden Inn once it is open in the summer. Mr. Garibian made a motion to form a partnership with the Preferred Hotel Program, second by Mr. Sandoval. Mr. Khan abstained from voting because Warner Bros. Studio Tours Hollywood is already a partner with Universal Studios Hollywood.

**I. Visit Burbank Booking Engine Discussion**

Justin Stratford, aRes Travel, presented a proposal for the Visit Burbank hotel booking engine. Unique features include: group packages, promotional codes, airline bookings, attraction bookings, ticket printing, dedicated 800 numbers and website links, and analytical information. The services of aRes will come free of

cost to all hoteliers and aRes will not collect any commission on bookings made through the booking engine. This contract will cost \$10,000 annually, payable by the BHA.

Ms. Hamzoian reminded the Board that the current hotel booking engine is provided by JackRabbit, but JackRabbit has limited capabilities compared to all the customized abilities aRes has. Ms. Hamzoian notified the Board that if they choose to enter into a contract with aRes, the JackRabbit contract would be canceled.

The Board felt favorable to entering into a contract with aRes, especially since a commission free model was now available. The Board has the opportunity to approve the aRes contract under Ongoing Operational Issues.

**J. Trade Show Sub-Committee Discussion ACTION ITEM**

Ms. Hamzoian presented the suggestion of creating a travel and trade show sub-committee. This suggestion was originally brought up by Mr. Garibian as he felt Visit Burbank needed to have a bigger presence in travel conventions and trade shows. The sub-committee would be in charge of seeking viable travel and trade shows for Visit Burbank to attend and represent. Ms. Hamzoian presented potential trade shows for 2016 for the Board to consider attending. Ms. Hamzoian then asked which board members would be interested in creating the sub-committee. Mr. Garibian, Mr. Sandoval, and Mr. Khan volunteered to participate in the sub-committee. Mr. Sandoval made a motion to approve, second by Mr. Kahn.

**K. Beer Festival Wrap-Up**

The Board agreed to table this discussion until the February board meeting.

**L. Ongoing Operational Issues ACTION ITEM**

Ms. Hamzoian 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 Mr. Garibian.

Ms. Hamzoian asked for a motion to approve the amended MDP and move forward with renewal efforts. Mr. Sandoval made a motion for approval, second by Mr. Garibian.

Ms. Hamzoian also asked for a motion to approve the new contract with aRes Travel. Mr. Kahn made a motion for approval, second by Mr. Garibian.

**M. Future Agenda Items**

Mr. Sandoval suggested presenting a budget spreadsheet to show all expected and reoccurring expenses of the BHA to help in the decision making of new expenses.

At that time, staff will present the following:

- A. A budget spreadsheet presenting all reoccurring expenses

B. Burbank Beer Festival wrap-up

C. Creative Talent Network Animation eXpo wrap-up

The T-BID will reconvene with the next regularly scheduled Board Meeting on February 11, 2016, with a location to be announced. The meeting adjourned at 5:00 pm.