

BURBANK HOSPITALITY ASSOCIATION BOARD MEETING
Minutes for the Meeting of August 24, 2016 - 3:00 P.M.
Community Services Building
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
Patrick Prescott, CDD Director
Alan Puana, Universal Studios Hollywood
Bernadette Soriano, SpringHill Suites
Michael Swaney, Residence Inn by Marriott, **Treasurer**
Tom Whalen, Hotel Amaranos, **Chair**

Members Absent: Richard Sandoval, Burbank Airport Marriott

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

The Burbank Hospitality Association (BHA) Board meeting was called to order at 3:04 p.m. on Wednesday, August 24, 2016.

A. Roll Call

B. Announcements

Susie Avetisyan announced the following:

1. The Downtown Burbank Car Classic took place on July 30th on San Fernando Blvd with an estimated attendance of 18,000. The event featured over 175 classic, modified, custom, and celebrity vehicles.
2. The Burbank Beer Festival event posters are available for hoteliers to display in their respective lobbies. This year's festival will be held on October 15th on San Fernando Blvd. Tickets cost \$45 and can be purchased via Eventbrite while supplies last. Similar to last year, two tasting sessions will take place between the hours of 12pm-7pm and a Fall Street Fair will be open to the general public.
3. The City Services Agreement between the City of Burbank and the BHA was approved at the August 9th City Council meeting.
4. A new promotion to encourage additional hotel bookings through the Visit Burbank website will launch in September 2016. Each hotel room booking will receive an online \$50 Visa gift card. The promotion will be in effect from September to December 2016.
5. Lucy Burghdorf announced that the Burbank City Council approved placing the Hollywood Burbank Airport Terminal Replacement Project on the November 8th voter ballot for the Burbank residents to cast their vote.

C. Public Comment

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

D. Approval of Minutes

ACTION ITEM

The minutes of the July 14th board meeting were approved with a revision noted by Danny Khan to amend the date of the Measure B vote for Burbank residents from November 1st to November 8th. Tony Garibian made a motion to approve, second by Mr. Khan; motion carried 7-0.

E. Treasurer's Report

ACTION ITEM

Michael Swaney presented the Treasurer's Report for July and August 2016. To date, the balance sheet represented assets equaling \$1,182,680.51. Ms. Burghdorf made a motion to approve, second by Mr. Garibian; motion carried 7-0.

F. Board Member Renewal and Initiation
ITEM

ACTION

Ms. Avetisyan announced that the BHA has three vacant Board positions to fill. One vacancy to replace Amitesh Damudar, who represented hotels with under 70 rooms, and two vacancies from the renewal of the Tourism Business Improvement District. Staff solicited applications and received interest from the following three applications:

- a. Alan Puana, Director of Sales, Universal Studios Hollywood theme park;
- b. Steven Tarn, General Manager, Burbank Hilton Garden Inn; and
- c. Tom Flavin, CEO, Burbank Chamber of Commerce.

The BHA was in support of approving all three applicants as members of the Board for a two year term. Mr. Garibian made a motion to approve, second by Ms. Burghdorf; motion carried 7-0.

G. Tourism Impact Report
ITEM

ACTION

Ms. Avetisyan presented a proposal for a five-year tourism impact study from Tourism Economics, a leading consulting agency specializing in tourism reports for hundreds of national and international tourism bureaus. This tourism impact report will create an analysis which quantifies and explains the economic value of tourism in detail for such categories as tax generation, employment, wages, and business sales. The report will monitor the significance in the visitor economy and the importance of the tourism sector relative to other economic sectors. Adam Sacks, President of Tourism Economics, also went into greater details of the proposal via conference call which will entail a five-week turn-around time, and cost of \$22,500.

Mr. Khan suggested that moving forward, the BHA should consider completing this impact report on an annual basis. Mr. Khan made a motion for approval, second by Ms. Burghdorf; motion carried 7-0.

H. Ongoing Operational Issues

ACTION ITEM

Mr. Puana presented analytics on the success of the Universal Studios Hollywood Preferred Hotel Partnership Program. Hotel revenues year-to-date for the program are up 322%. Revenues projected for the end of the year are expected to increase even more. Burbank hotels' gross room revenue from Universal Studios Hollywood hotel bookings was \$190,000 in 2015, and increased to \$804,000 in 2016. In terms of hotel room nights, Burbank hotels saw 909 hotel room bookings in 2015, and 3,750 hotel room bookings year-to-date in 2016.

Mr. Garibian presented feedback from the International Pow Wow conference in June 2016. Over 50 meetings with travel tour operators, meeting planners, and airline representatives were held. Mr. Garibian stated that the most productive meetings were those held with airline representatives since there is potential for them to fly through the Hollywood Burbank Airport with the assistance of marketing dollars from the BHA. Ms. Burghdorf requested the contact information for those potential airlines to follow up from the initial discussion.

At the request of Mr. Garibian, Ms. Avetisyan suggested the Board consider changing the reoccurring BHA meeting date to the second Wednesday of every month until the end of the year. Mr. Garibian has a scheduling conflict with the current BHA meeting date being held on the second Thursday of every month. Ms. Avetisyan also requested \$75,000 to be transferred from the BHA Treasurer's Account to the BHA checking account to pay upcoming bills. Mr. Garibian made a motion for approval of the reoccurring meeting date change and the fund transfer, second by Mr. Khan; motion carried 7-0.

I. Future Agenda Items

1. Detailed information on the three final sporting events for the BHA's consideration.
2. Analytics from the Dallas, TX and Southwest Airlines marketing promotion.

The T-BID will reconvene with the next regularly scheduled Board Meeting on September 14, 2016, location to be determined. The meeting adjourned at 5:15 pm.