BURBANK HOSPITALITY ASSOCIATION BOARD MEETING
Minutes for the Meeting of October 12, 2016 - 3:30 P.M.
Community Services Building
150 N Third Street, Room 101
Burbank, CA 91502

Members Present:	Lucy Burghdorf, Burbank Bob Hope Airport Tom Flavin, Burbank Chamber of Commerce Tony Garibian, Coast Anabelle and Safari Inn, **Vice-Chair** Richard Sandoval, Burbank Airport Marriott Michael Swaney, Residence Inn by Marriott, **Treasurer** Tom Whalen, Hotel Amarano, **Chair**
Members Absent:	James Fitzpatrick, Courtyard by Marriott, **Secretary** Danny Kahn, Warner Bros. Studio Tours Hollywood Patrick Prescott, CDD Director Alan Puana, Universal Studios Hollywood Bernadette Soriano, SpringHill Suites Steve Tarn, Hilton Garden Inn
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 3:30 p.m. on Wednesday, October 12, 2016.

A. Roll Call

B. Announcements

Susie Avetisyan announced the following:

1. The State of the City will be held on November 16th at the Castaway Restaurant;
2. Economic Development Staff submitted four projects and programs to be considered for the International Economic Development Council's (IEDC) Excellence in Economic Development Awards and won the Silver Award for the 2016 Economic Development ad campaign and leasing packet, and the Bronze Award for the Visit Burbank website;
3. The Burbank Beer Festival will take place on October 15th in Downtown Burbank;
4. As a sponsor of the Starlight Bowl 2016 Concert Series, the BHA received a certificate of recognition and thank you gift from Park and Recreation staff;
5. Tony Garibian shared that if any hotelier or property owner would like a lawn sign to show their support for the Measure B Airport Terminal Replacement Project, they can request a sign from the Committee for Yes on Measure B; and

6. Lucy Burghdorf shared that, starting today, Southwest Airlines will be flying to Salt Lake City, UT from the Hollywood Burbank Airport twice a day.

C. Public Comment

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

D. Approval of Minutes **ACTION ITEM**

The minutes of the September 14, 2016 board meeting and October 5, 2016 special meeting were approved as written. Lucy Burghdorf made a motion to approve, second by Tony Garibian; motion carried 6-0.

E. Treasurer's Report **ACTION ITEM**

Michael Swaney presented the Treasurer's Report for October 2016. To date, the balance sheet represented assets equaling $1,132,567.56. Ms. Burghdorf made a motion to approve, second by Mr. Garibian; motion carried 6-0.

F. Board Renewals **ACTION ITEM**

Ms. Avetisyan announced that the following Board Members were up for renewal for a two year term: Lucy Burghdorf, James Fitzpatrick, Patrick Prescott, Michael Swaney, and Chair Tom Whelan. With the renewal of the Chair position, Mr. Whelan requested that another Board Member have the opportunity to serve as Chair, and nominated the Vice-Chair Tony Garibian. Mr. Garibian accepted the nomination. With the now vacant Vice-Chair position, Ms. Burghdorf nominated Board Member Richard Sandoval. Mr. Sandoval also accepted the nomination. Mr. Garibian made a motion to approve the term renewals of the Board Members previously mentioned, second by Tom Flavin. Another motion was made by Mr. Whelan to approve the new Board Chair and Vice-Chair positions, second by Mr. Swaney. Both position changes would take effect following the October board meeting.

G. Marketing Plan and Media Buy Update

Mary Hamzoian provided the updated and amended Marketing and Media Plan for November 2016 – September 2017 that was approved at the October 5, 2016 Special Meeting. This not-to-exceed marketing budget of $600,000 included minor revisions which increased the budget allocations of digital and social media marketing, offset by a decrease to the print media budget. The Board was in favor of this updated Marketing and Media Plan for November 2016 – September 2017.

H. Dallas, TX/BUR and Southwest Airlines Marketing Collaboration

Ms. Avetisyan presented campaign results from the May 9th through June 4th digital advertisement buy promoting the new Southwest Airlines flight connection from Dallas, TX to the Hollywood Burbank Airport. The $50,000 marketing opportunity generated 21 million impressions and over 70,000 clicks to the Southwest Airlines' website for potential airline bookings from Dallas, TX to Burbank, CA.

I. NASCAS Event Follow-Up

Robin Faulk presented detailed information from three different sporting events as potential new events to generate additional room nights for Burbank. These sporting events were originally introduced to the Board as potential new events researched by Mr. Faulk when he attended the National Association of Sporting Conventions Annual Symposium on behalf of Visit Burbank. Events included the Powerman North America triathlon, Game Day USA (youth baseball tournaments), and PGA Exhibition tours. Staff also considered the possibility of hosting a charity run event on the Warner Bros. Studio lot to attract more visitors. The three athletic events were not feasible for Burbank's existing infrastructure and included high costs for production. Alternatively, the Board was interested in pursuing a possible 10K run through the studios and requested staff to obtain additional information.

J. Website Analytics

Mr. Faulk presented website analytics and social media engagement for September 2016. Website visitation increased by two percent to 11,557 visitors and Facebook followers increased by 11 percent to over 28,000 "likes." Additionally, in August 2016 occupancy rates were 86 percent and average daily rates were at $173.

K. Ongoing Operational Issues **ACTION ITEM**

There were no ongoing operational issues to discuss at this time.

L. Future Agenda Items

1. Robin Faulk Marketing Contract Renewal

The T-BID will reconvene with the next regularly scheduled Board Meeting on November 9, 2016, location to be determined. The meeting adjourned at 4:45 pm.