

**Burbank Hospitality Association, Inc.
Closed Session Meeting Agenda
Thursday, January 11, 2018, 2:30 P.M.**

**Residence Inn
321 S. Ikea Way
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.

Adjournment to

**Burbank Hospitality Association, Inc.
Meeting Agenda
Thursday, January 11, 2018 – 3:00 P.M.**

**Residence Inn
321 S. Ikea Way
Burbank, CA 91502**

A. ROLL CALL

B. ANNOUNCEMENTS

C. REPORT OUT OF CLOSED SESSION

D. 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.

E. RESPONSE TO PUBLIC COMMENT

At this time, any Board Member can respond to comments made by the public.

F. BOARD MEMBER COMMENTS

At this time, Board Members may comment on events attended and any gift disclosures.

G. APPROVAL OF MINUTES

ACTION ITEM

The Board will consider approval of the November 29, 2017 meeting minutes.

H. TREASURER'S REPORT

ACTION ITEM

The Board will consider approval of the November 30, 2017 – January 11, 2018 Treasurer's Report.

I. Board Term Renewal

ACTION ITEM

The Board will consider renewing Board Member Alan Puana's term for another two-years.

J. Destination Development Update

The Advisory Committee charged with reviewing Destination Development projects will provide an update. Staff from the City's ONE Burbank will be in attendance to discuss potential opportunities to implement One Burbank service within the BHA's hotels.

K. Familiarization (FAM) Tours

The Board will discuss creating a FAM Tours calendar for coordinating tours in the off-peak seasons of 2018.

L. 2017 Influencer Campaign and Next Steps

Staff will provide an overview of the influencer campaign and discuss next steps for the 2018 campaign.

M. 2018 Trade Show Calendar

ACTION ITEM

The Board will discuss which trade shows BHA plans to attend, who will be attending, and potential partners attending.

N. UMe Account update

Teresa Mackey will update the Board on the status of the UMe checking account, including who the authorized signers are and who is permitted to have a debit card linked to the account.

O. Board Approved Expenditures

ACTION ITEM

The Board will consider transferring \$60,000 from the holding account to cover the following pre-approved expenses: consultant expenses in the amount of \$15,000, legal fees in the amount of \$20,000, and advertising expenses in the amount of \$15,000. The remaining \$10,000 to cover ongoing administrative expenses, overhead expenses and dues.

P. 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 THURSDAY, FEBRUARY 8, 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
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**
Steve Tarn, Hilton Garden Inn Burbank
Sundeep Vaghashia, Travelodge and Quality Inn
Tom Whelan, Hotel Amaran

Marketing Key Staff

Simone McFarland, Asst. Community Development Director
Mary Hamzoian, Economic Development Manager
Susie Avetisyan, 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.