

**Burbank Hospitality Association, Inc.  
Meeting Agenda**

**Thursday, March 10, 2015 - 3:00 P.M.**

**Hotel Amarano  
322 N Pass Ave  
Burbank, CA 91506**

**A. ROLL CALL**

**B. ANNOUNCEMENTS**

**C. 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.

**D. APPROVAL OF MINUTES**

**ACTION ITEM**

**E. TREASURER'S REPORT**

**ACTION ITEM**

**F. Creative Talent Network Animation eXpo**

**ACTION ITEM**

Staff from CTN will present sponsorship opportunities for the 2016 eXpo.

**G. Starlight Bowl Summer Concert Series**

**ACTION ITEM**

Staff will present sponsorship opportunities for the 2016 concert series.

**H. Renewal Update**

Staff will update the Board on the current renewal process.

**I. Ongoing Operational Issues**

**ACTION ITEM**

Staff is requesting to transfer \$60,000 to pay for upcoming invoices.

**J. Future Agenda Items**

Board Members may introduce new items for discussion but no action may take place except to place the item on a future agenda.

**ADJOURNMENT TO THE NEXT REGULARLY SCHEDULED MEETING ON  
THURSDAY, JUNE 9, 2016 AT 3:00 PM, AT THE COAST ANABELLE HOTEL  
LOCATED AT 2011 W OLIVE AVE.**

<b><u>Burbank Hospitality Association, Inc. Board Members</u></b>	<b><u>Key Staff</u></b>
Lucy Burghdorf, Bob Hope Airport James Fitzpatrick, Courtyard by Marriott, <b>Secretary</b> Tony Garibian, Coast Anabelle and Safari Inn, <b>Vice-Chair</b> Danny Kahn, Warner Bros. Studio Tours Hollywood Bart Saucerman, Holiday Inn Burbank Media Center Patrick Prescott, Interim Community Development Director Alan Puana, Universal Studios Hollywood Richard Sandoval, Burbank Airport Marriott Bernadette Soriano, Springhill Suites Michael Swaney, Residence Inn by Marriott, <b>Treasurer</b> Tom Whelan, Hotel Amarano, <b>Chair</b>	Ruth Davidson- Guerra, Asst. Community Development Director Mary Hamzoian, Economic Development Manager Susie Avetisyan, Economic Development Analyst Marissa Minor, Economic Development Analyst

The BHA Board is comprised of nine members of whom five will be required for a quorum. 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 second or last 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 City's website at [www.burbankca.gov](http://www.burbankca.gov). 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.

**BURBANK HOSPITALITY ASSOCIATION BOARD MEETING**  
**Minutes for the Meeting of March 10, 2015 - 3:00 P.M.**  
**Hotel Amarano**  
**322 Pass Ave**  
**Burbank, CA 91506**

Members Present: Tony Garibian, Coast Anabelle and Safari Inn, **Vice-Chair**  
Alan Puana, Universal Studios Hollywood  
Patrick Prescott, Interim CDD Director  
Richard Sandoval, Burbank Airport Marriott  
Bernadette Soriano, SpringHill Suites  
Michael Swaney, Residence Inn by Marriott, **Treasurer**  
Tom Whalen, Hotel Amarano, **Chair**

Members Absent: Lucy Burghdorf, Burbank Bob Hope Airport  
James Fitzpatrick, Courtyard by Marriott, **Secretary**  
Danny Kahn, Warner Bros. Studio Tours Hollywood  
Nawar Miri, Holiday Inn Burbank Media Center

Department Key Staff: Ruth Davidson-Guerra, Community Development Dept.  
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, March 10, 2016.

**A. Roll Call**

**B. Announcements**

Susie Avetisyan presented the following:

1. A two-page cover wrap featuring the Visit Burbank Five-Year Review in the Los Angeles and San Fernando Valley Business Journals
2. The 2016 Discover Los Angeles Guide in Chinese

**C. Public Comment**

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

**D. Approval of Minutes**

**ACTION ITEM**

The minutes of the February 11, 2016 meeting were approved as written. Tony Garibian made a motion to approve, second by Richard Sandoval; motion carried 5-0.

**E. Treasurer's Report**

**ACTION ITEM**

Michael Swaney presented the Treasurer's Report for February and March 2016. To date, the balance sheet represented assets equaling \$1,119,035.07. Mr. Garibian made a motion to approve, second by Mr. Whelan; motion carried 5-0.

**F. Burbank International Film Festival ACTION ITEM**

The Burbank International Film Festival (BIFF) presented sponsorship opportunities for the 2016 BIFF scheduled for September 7-11, 2016. With a \$10,000 sponsorship investment from the TBID in 2015, the BIFF was able to fund a media campaign reaching a local and regional audience of 7.8 million. The Board approved a \$20,000 sponsorship for the 2016 BIFF with the intent to increase targeted marketing and promotion of the event to the local drive market as well as destinations with direct flights into the Burbank Bob Hope Airport. Mr. Sandoval made a motion for approval, second by Mr. Whelan.

**G. Burbank Comedy Festival 2016 Sponsorship ACTION ITEM**

During the February board meeting, Flappers Comedy Club (Flappers), presented information and sponsorship opportunities for the 2016 Burbank Comedy Festival (Festival). The Board was very complementary of the success of the Festival and agreed to support them for 2016 with a \$20,000 sponsorship. This funding was contingent upon the Boards review of a media plan which specifies targeted digital and social media campaigns the sponsorship dollars would be allocated to. The media plan is going to geo-target the local drive market and destinations with direct flight into the Burbank Bob Hope Airport. Mr. Sandoval made a motion for approval, second by Mr. Swaney.

**H. Board Term Renewals ACTION ITEM**

The board voted to approve the term renewals of Danny Khan, Lucy Burgdorf, and Richard Sandoval for another two year term. Mr. Garibian made a motion for approval, second by Mr. Whelan.

**I. Website and Marketing Update**

Strausberg Group presented the new Visit Burbank website along with results from the fourth quarter digital campaign and marketing efforts that have been implemented to date. In the three month period of time, the digital campaign was seen by 3.8 million viewers and received a 90% click through rate to the Visit Burbank website. The 90 second in-flight video was seen by 2.5 million passengers on United Airlines in the month of December.

**J. Ongoing Operational Issues ACTION ITEM**

Ms. Avetisyan requested \$200,000 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, second by Mr. Sandoval.

**K. Future Agenda Items**

The next joint meeting with the Downtown Burbank Partnership will be held on April 20, 2016 at the Residence Inn by Marriott.

The T-BID will reconvene with the next regularly scheduled Board Meeting on May 12, 2016, with a location to be announced. The meeting adjourned at 4:22 pm.

