

Burbank Hospitality Association, Inc.
Meeting Agenda
Thursday, June 9, 2016 - 3:00 P.M.

Coast Anabelle Hotel
2011 West Olive Avenue
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. First Street Village Project

Representatives from Del Rey Properties will make a presentation on the proposed First Street Village Project.

G. ONE Burbank Fiber Optics Network

Staff from Burbank Water and Power will make a presentation on the City's ONE Burbank high speed fiber optics network.

H. Downtown Burbank 2016 Event Sponsorships

ACTION ITEM

Staff will present sponsorship opportunities for upcoming events in Downtown Burbank.

I. Hollywood Burbank Airport Replacement Terminal Support

ACTION ITEM

The Board will consider submitting a letter of support for the proposed Airport Replacement Terminal.

J. National Association of Sports Commissions Annual Symposium Follow-Up

Staff will present follow up information and feedback regarding the sports symposium.

K. Marketing Update

Staff will present website and social media analytics, in addition to marketing and package updates.

L. Ongoing Operational Issues

ACTION ITEM

Staff is requesting to transfer \$100,000 to pay for upcoming invoices.

M. 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, JULY 14, 2016 AT 3:00 PM, LOCATION TO BE DETERMINED.

<u>Burbank Hospitality Association, Inc. Board Members</u>	<u>Key Staff</u>
Lucy Burghdorf, Hollywood Burbank 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, Community Development Director Alan Puana, Universal Studios Hollywood Richard Sandoval, Burbank Airport Marriott Bernadette Soriano, Springhill Suites Michael Swaney, Residence Inn by Marriott, Treasurer Tom Whelan, Hotel Amarano, Chair	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 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 City's website at 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 June 9, 2016 - 3:00 P.M.
Coast Anabelle Hotel
2011 West Olive Avenue
Burbank, CA 91506

Members Present: Lucy Burghdorf, Burbank Bob Hope Airport
Tony Garibian, Coast Anabelle and Safari Inn, **Vice-Chair**
James Fitzpatrick, Courtyard by Marriott, **Secretary**
Danny Kahn, Warner Bros. Studio Tours Hollywood
Richard Sandoval, Burbank Airport Marriott
Michael Swaney, Residence Inn by Marriott, **Treasurer**
Tom Whalen, Hotel Amarano, **Chair**

Members Absent: Patrick Prescott, CDD Director
Alan Puana, Universal Studios Hollywood
Bart Saucerman, Holiday Inn Burbank Media Center
Bernadette Soriano, SpringHill Suites

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 3:04 p.m. on Thursday, June 9, 2016.

A. Roll Call

B. Announcements

Susie Avetisyan presented the following:

1. Wood Ranch Grill will be open for dinner starting on June 13th and open for lunch starting on June 22nd, located at 110 N First St.
2. The Tasting Room, by Urban Press Winery is the newest restaurant opening in Downtown Burbank at 316 N San Fernando Blvd.
3. Walmart has scheduled their grand opening and ribbon cutting ceremony for June 22nd.
4. The Downtown Burbank Car Classic event posters are available for hoteliers to display in their respective lobbies.

C. Public Comment

There were no members of the public at this time.

D. Approval of Minutes

ACTION ITEM

The minutes of the May 12th board meeting were approved as written. Tony Garibian made a motion to approve, second by Michael Swaney; motion carried 6-0.

E. Treasurer's Report

ACTION ITEM

Michael Swaney presented the Treasurer's Report for June 2016. To date, the balance sheet represented assets equaling \$1,084,286.93. Danny Khan made a motion to approve, second by Richard Sandoval; motion carried 6-0.

F. First Street Village Project

Representatives from Del Rey Properties presented the First Street Village Project to the Board. The proposed mixed-use development in Downtown Burbank would result in the construction of a combined total of 261 apartments 18,000 square-feet of retail/restaurant space on the ground floor, and a total of 673 parking spaces in ground-level and subterranean garages. Various amenities for the residents at the project would include: a fitness center, a swimming pool, meeting rooms, outdoor courtyards, and roof terraces. At this time, the proposed project is undergoing review and a public hearing has not yet been scheduled.

G. ONE Burbank Fiber Optics Network

Robert DeLeon and Daniel Lippert from Burbank Water and Power introduced the BHA to the City's exclusive ONE Burbank high speed fiber optics network. This service would offer hoteliers high speed internet connection to offer to their guests. Those interested have the opportunity to meet with Mr. DeLeon and Mr. Lippert to discuss service options.

At this time, Lucy Burghdorf entered the meeting.

H. Downtown Burbank 2016 Event Sponsorship

ACTION ITEM

Marissa Minor presented a sponsorship opportunity for the Downtown Burbank Car Classic event scheduled for July 30th. Ms. Minor proposed a \$10,000 sponsorship to be used towards radio ad buys, social media marketing, and print advertising. The Board was in favor of radio ad buys to attract the drive market from surrounding areas such as San Diego and Santa Barbara. After some discussion, the Board suggested allocating \$5,000 to be used towards radio advertisement buys in San Diego and Santa Barbara Counties to attract potential overnight visitors, and the remaining \$5,000 towards radio advertisement buys in Los Angeles County to promote the event on a local level. Mr. Sandoval made a motion for approval, second by Mr. Khan.

I. Hollywood Burbank Airport Replacement Terminal Support **ACTION ITEM**

At the request of Vice Chair Tony Garibian, Ms. Avetisyan presented the opportunity for the BHA to support the proposed Hollywood Burbank Airport's 14-gate replacement terminal project. The Board discussed the importance of the airport replacement terminal and overall renovations that are necessary at the Hollywood Burbank Airport. The Board agreed to provide a letter of support addressed to Burbank City Council, Burbank Planning Board, and the Burbank-Glendale-Pasadena Airport Authority. Ms. Burghdorf, staff to the Hollywood Burbank Airport, abstained from the vote, while the City's representative on the Board, Patrick Prescott, was not present to vote on this item. Mr. Garibian made a motion for approval, second by Mr. Sandoval.

J. National Association of Sports Commissions Annual Symposium Follow-Up

Ms. Avetisyan presented findings from the National Association of Sports Commissions Annual Symposium held in April 2016. Marketing consultant Robin Faulk represented the BHA at the event and met with over 20 sporting organizations seeking sporting event locations for 2018 and beyond. Of the 20 events, Burbank met the preliminary requirements for nine events. After some discussion, the Board requested additional detailed information regarding the following three events: PGA Golf Demonstration Event, a triathlon event, and a youth baseball/softball tournament event.

K. Marketing Update

Staff presented updated website, travel, and social media analytics for May 2016. Website visits grew 81 percent to 18,416 visits when compared to the previous year. Occupancy rates for April 2016 reached 92 percent, and the average daily room rate was \$186. In May, the Visit Burbank Facebook page had a total of 26,268 'Likes' while Twitter had over 1,200 followers.

L. Ongoing Operational Issues

ACTION ITEM

Ms. Avetisyan presented quotes for a mandatory audit requested by Burbank City Council members during the renewal process. Staff recommended a comprehensive audit for one year for a cost of \$9,000. According to the BHA City Services Agreement, the audit must be completed by the City of Burbank auditing agency, LSL CPA's and Advisors.

Ms. Avetisyan requested \$100,000 to be transferred from the BHA Treasurer's Account to the BHA checking account to pay upcoming bills. Mr. Khan made a motion for approval, second by Mr. Swaney.

Ms. Avetisyan also requested a not-to-exceed amount of \$1,000 to purchase a new laptop and projector in conjunction with the Downtown Burbank Partnership. Mr. Khan made a motion for approval, second by Mr. Garibian.

M. Future Agenda Items

1. Detailed information on the three final sporting events for the BHA's consideration.
2. A wrap-up of current marketing efforts and website analytics from Strausberg Group.

The T-BID will reconvene with the next regularly scheduled Board Meeting on July 14, 2016, location to be determined. The meeting adjourned at 5:00 pm.