

**Burbank Hospitality Association, Inc.
Closed Session Meeting Agenda
Wednesday, July 11, 2018 – 2:30 P.M.**

**The Castaway
1250 E. Harvard Rd.
Burbank, CA 91501**

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.

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

**Castaway
1250 E. Harvard Rd.
Burbank, CA 91501**

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 for a maximum of five minutes.

D. RESPONSE TO PUBLIC COMMENT

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

E. BOARD MEMBER COMMENTS

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

F. APPROVAL OF MINUTES

ACTION ITEM

The Board will consider approval of the June 13, 2018 meeting minutes.

G. TREASURER'S REPORT

The Board will consider approval of the June 1 – June 30, 2018 Treasurer's Report.

H. Castaway Presentation

Staff will introduce representatives from the Castaway to make a presentation on their recent remodel and current offerings.

I. Board Term Renewal

ACTION ITEM

The Board will vote to renew Tom Flavin as a voting board member for another two year term.

J. Executive Committee Positions

ACTION ITEM

The Board will accept nominations for the reorganization of the Executive Committee positions.

K. New Airline Route Incentive Packages Guidelines

ACTION ITEM

The Board will consider adopting guidelines pertaining to allocating funds for collaborative campaign opportunities with airlines that establish new routes to/from the Hollywood Burbank Airport.

L. Economic Development Updates

Staff will update the Board on new retail tenants and project developments throughout Burbank.

M. Board Approved Expenditures

ACTION ITEM

The Board will consider transferring \$50,000 from the holding account to cover the following pre-approved expenses: consultant expenses in the amount of 16,000, legal fees in the amount of \$5,000, advertising expenses in the amount of 20,000, and ongoing administrative expenses in the amount of 9,000.

N. 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 WEDNESDAY, AUGUST 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
Julio Flores, Hilton Garden Inn
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**
Sundeep Vaghashia, Travelodge and Quality Inn
Tom Whelan, Hotel Amaranó

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.

BURBANK HOSPITALITY ASSOCIATION BOARD MEETING
Minutes for the Meeting of June 13, 2018 – 3:00 P.M.

Burbank Chamber of Commerce
200 W. Magnolia Blvd.
Burbank, CA 91502

Members Present: Lucy Burghdorf, Hollywood Burbank Airport
Julio Flores, Hilton Garden Inn
Tom Flavin, Burbank Chamber of Commerce
Tony Garibian, Coast Anabelle and Safari Inn, **Chair**
Alan Puana, Universal Studios Hollywood
Sundee Vagashia, Travelodge and Quality Inn
Tom Whelan, Hotel Amaranio

Members Absent: James Fitzpatrick, Courtyard by Marriott, **Secretary**
Danny Kahn, Warner Bros. Studio Tours Hollywood
Patrick Prescott, Community Development Director
Richard Sandoval, Burbank Airport Marriott, **Vice-Chair**
Michael Swaney, Residence Inn by Marriott, **Treasurer**

Marketing Key Staff: Mary Hamzoian, Economic Development Manager
Susie Avetisyan, Economic Development Analyst
Simone McFarland, Ass't Community Development Director

Administrative Key Staff: Barbara Miller, Administration and Records
Teresa Mackey, Book-keeping

General Counsel: Ryan Dunn, Colantuono, Highsmith & Whatley, PC

The Burbank Hospitality Association (BHA) Board Closed Session Meeting was called to order at 2:30 p.m. on Wednesday, June 13, 2018.

A. Roll Call

B. CONFERENCE WITH LEGAL COUNSEL – ANTICIPATED LITIGATION
(1 CASE) (GOV. CODE, § 54956.9.)

The Board held a Closed Session Meeting with legal counsel pursuant to Government Code section 54956.9(d)(2) or (3) to discuss the recommendations from the Burbank City Attorney's December 20, 2016 staff report to City Council.

Adjournment to
Burbank Hospitality Association, Inc.
Wednesday, June 13, 2018 – 3:00 P.M.

The Burbank Hospitality Association (BHA) Board Meeting was called to order at 3:11 p.m. on Wednesday, June 13, 2018.

A. Roll Call

B. Announcements

The following announcements were made by staff:

- The Downtown Burbank Car Classic is scheduled for Saturday, August 4th along San Fernando Blvd.
- The Creative Talent Network Animation eXpo is celebrating its tenth year by expanding the event with a virtual reality theme park at the former IKEA site during the convention. There will be shuttles from the eXpo to the IKEA area.
- Today Dunkin' Donuts opened its first store in Burbank and Pavillions celebrated its remodel with a Grand Opening. Whole Foods will open on June 20th at Talaria. The Burbank Town Center's new tenants include Cost Plus and Shoe Palace, with H&M, Carter's Oshkosh B'gosh, and other food tenants opening in Fall 2018.

C. Public Comment

There were no members of the public present to address the board.

D. Response to Public Comment

As there were no members of the public present, there was no response.

E. Board Member Comments

- Lucy Burghdorf announced that as of November 4th, Southwest will begin non-stop flights from Hollywood Burbank Airport to Chicago and Houston. Ms. Burghdorf reported that in April the airport had a 12% increase in passengers over last year and a 14.19% increase year to date.
- Sundeep Vagashia announced that there was new ownership for the Quality Inn and Travelodge and that each hotel has a new General Manager.
- Tony Garibian announced that he attended a wrap up meeting with the Hollywood Burbank Airport regarding their joint attendance at International Pow Wow (IPW) in a shared booth giving them twice the presence and exposure.

F. Approval of Minutes

ACTION ITEM

The meeting minutes of May 16, 2018 meeting were approved as presented. Tom Whelan made a motion to approve, second by Mr. Vagashia. Motion carried 7-0.

G. Treasurer's Report

ACTION ITEM

Teresa Mackey presented the Treasurer's Report from March 28, 2018 through May 31, 2018 with income of \$199,401.06, expenses of \$328,356.61, and total assets on hand of \$466,015.33. As this is a report to the Board, no action was taken.

H. City of Burbank BikeShare Presentation

ACTION ITEM

Staff introduced Hannah Woo, Associate Planner and David Kriske, Assistant Community Development Director from the Community Development Department Transportation Division who shared a presentation on potential BikeShare programs to solicit feedback to take to City Council in late Summer 2018 and seek

policy direction. BikeShare is a bicycle sharing system to rent bicycles for short-term local trips for commuting or leisure with docking stations ideally placed in commercial and high density residential areas. They can be used to complete first mile/last mile trips to connect transit stops. By consensus, the Board supported the idea and the additional amenity to travelers, however; they were unsure regarding the details. No action was taken.

- I. Fiscal Year (FY) 2018/2019 Budget ACTION ITEM**
Staff presented two versions of a proposed budget for Fiscal Year 2018/2019, a conventional budget and a reduced scenario budget. After reviewing both options the Board preferred the more conservative Reduced Scenario Budget. Mr. Vagashia made a motion to approve the Reduced Scenario for 2018/2019, seconded by Mr. Flavin. Motion approved 7-0.
- J. Fiscal year 2018/2019 Media Plan and Advertising Campaign ACTION ITEM**
Staff presented the recommendations from the Marketing and Design Advisory Committee for the Fiscal Year 2018/2019 Media Plan and Advisory Campaign. The campaign designed by Strausberg Group includes media buys, influencers campaigns, pay-per-click, and social media components. A pivotal part of the campaign is the tagline *A Better Way to See/Play/Dine LA*. Mr. Vagashia made a motion to approve the campaign while giving staff the flexibility to test certain aspects, Mr. Whelan seconded the motion. Motion approved 7-0.
- K. New Airline route Incentive Packages ACTION ITEM**
With additional new Airline routes to/from the Hollywood Burbank Airport, the Board considered allocating funds for future collaborative market driven campaigns with airlines that establish new routes. On November 12, 2015 the Board approved allocating up to \$200,000 annually with a maximum of \$50,000 for new routes established East of the Rockies and \$25,000 for new routes established West of the Rockies. Mr. Vagashia moved to amend the previous policy with a \$200,000 annual limit and to direct staff to develop guidelines on individual route terms, seconded by Mr. Flavin. Motion approved 7-0.
- L. City-wide marketing Opportunities for the 2018 Creative Talent Network Animation eXpo ACTION ITEM**
Staff presented Additional Marketing Opportunities for “Paint the Town CTN” including Welcome Banners on Hotel Exteriors, Light Projection on Buildings, Shuttle Bus Wraps, Social media Reskins, as well as providing Burbank Police Officers as additional On-Site Security. The Board asked staff to bring back cost details for Elevator Wraps at the Hotels and Signs and Stickers in the Baggage Claim Areas of Hollywood Burbank Airport. Mr. Whelan moved to approve the additional scope of work, seconded by Ms. Burghdorf. Motion passed 6-0.
- M. Budget and Finance Subcommittee ACTION ITEM**
The Board considered establishing a formal Budget and Financial Advisory Committee as a standing committee. Due to increased scheduling obligations from Boardmembers, Ryan Dunn recommended that the Chair and Treasurer could

meet with Staff periodically and bring budget related recommendations to the full Board at Monthly meetings. Mr. Vagashia motioned to approve the status quo, with a second by Mr. Whelan. Motion carried 6-0.

N. aRes Program and Attraction Tickets

ACTION ITEM

The Board discussed the structure of the aRes program for selling attraction tickets. Guests purchase more attraction tickets than book hotel rooms on the Visit Burbank website. Universal Studios Hollywood stand alone tickets are for regular hours, while tickets purchased in a hotel package are early admission tickets which justifies the increase in price. Mr. Vagashia moved to reauthorize the program, seconded by Julio Flores. Motion carried 6-0, with Mr. Puana abstaining.

Mr. Puana left at 5:20pm

O. HotelPlanner.com Preferred Membership Program

ACTION ITEM

Staff reported HotelPlanner has changed their initial agreement and what was previously voted on is no longer an available option to BHA. Tom Flavin moved to rescind the previous vote, second by Tom Whelan. Motion approved 7-0.

P. Board Approved Expenditures

ACTION ITEM

Staff requested transferring \$40,000 from the holding account to cover the following pre-approved expenses: consultant expenses in the amount of \$20,000, legal fees in the amount of \$2,000, advertising expenses in the amount of \$10,000, and ongoing administrative expenses in the amount of \$8,000. Tom Flavin moved to transfer \$40,000 from the holding account, second by Tom Whelan. Motion carried 6-0.

Q. Future Agenda Items

The following are future agenda items:

- Board Officer Elections at the Annual Meeting in July
- Guidelines for New Airline Route Incentive Packages
- Warner Bros. Tour Presentation

The T-BID will reconvene with the next regularly scheduled Board Meeting tentatively scheduled for July 11, 2018, location to be determined. The meeting adjourned at 5:47 p.m.