

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

**March 25, 2019 3:00 PM**

**Hilton Garden Inn: 401 S San Fernando Blvd., Burbank, CA 91502**

**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 January 28, 2019 meeting minutes.

*Recommendation: Staff recommends approval of the minutes as presented.*

**G. TREASURER'S REPORT**

The Treasurer will present a financial report from December 1, 2018 to February 28, 2019.

**H. New Board Member Appointment**

**ACTION ITEM**

Board Member and Vice Chair Richard Sandoval and Board Member and Secretary James Fitzpatrick have resigned from the BHA Board. The Board will consider appointing Alan Tate, the new Hotel Manager of the Burbank Airport Marriott, to replace Richard Sandoval's Board Member position. Additionally, the Board will be asked to allow staff to actively recruit a new Board Member to replace James Fitzpatrick.

*Recommendation: Appoint Alan Tate as a new Board Member to the BHA, and allow staff to recruit for a new Board Member position to replace James Fitzpatrick.*

**I. Vice Chair and Secretary Appointment**

**ACTION ITEM**

With the resignations of Richard Sandoval and James Fitzpatrick, the Board will nominate and vote for two Board Members to take the positions of Vice Chair and Secretary.

*Recommendation: Appoint two Board Members to serve as the BHA Vice Chair and Secretary.*

**J. Destination Development Ad Hoc Committee ACTION ITEM**

With the resignation of Richard Sandoval, the Board will nominate and vote for a Board Member to take his position on the Destination Development Ad Hoc Committee.

*Recommendation: Nominate and approve a Board Member to serve on the Destination Development Ad Hoc Committee.*

**K. Marketing & Creative Design /Sponsorship Ad Hoc Committees ACTION ITEM**

With the resignation of James Fitzpatrick, the Board will nominate and vote for Board Member positions on the Marketing and Creative Design Ad Hoc Committee and the Sponsorship Ad Hoc Committee.

*Recommendation: Nominate and approve Board Member(s) to serve on the Marketing and Creative Design and Sponsorship Ad Hoc Committees.*

**L. Approve Short Year Tax Return for Jan. 1, 2018 to Jun. 30, 2018 ACTION ITEM**

The Board will consider acceptance of the Short Year Tax Return.

*Recommendation: Approve Short Year Tax Return from January 1, 2018 through June 30, 2018.*

**M. Destination Travel Network Web Ad Sales ACTION ITEM**

Staff will present an opportunity to enter into an agreement with Destination Travel Network (DTN) to sell and manage ads on the visitburbank.com website at no cost to Visit Burbank.

*Recommendation: Pending Legal Counsel review, enter into an agreement with DTN to sell and manage ads on the visitburbank.com website.*

**N. Destination Development Update ACTION ITEM**

Staff will provide an update from the Destination Development Sub Committee meeting and provide proposals for a China Ready initiative, a potential opportunity to partner with the Hollywood Burbank Airport for the Southwest Airline Deck Party event, and an update regarding a collaboration with Warner Bros. for selfie spots throughout Burbank.

*Recommendation: Discuss all destination development items with the Board for their consideration.*

**O. 2019 Influencers Schedule**

Staff will present the 2019 schedule and itinerary for Influencers.

**P. Post IPW FAM Tours and Destination Development Funding ACTION ITEM**

In partnership with Visit California, staff is coordinating two FAM tours for a total of 60 international tour operators and media representatives to Burbank. The cost to Visit Burbank to conduct these FAM tours is approximately \$23,300 and would require a transfer of funds from the Destination Development Budget to the Marketing Budget. Staff will also discuss a schedule of additional FAM tours for 2019.

*Recommendation: Approve FAM tours and transfer 10% of Destination Development funds to the marketing budget or \$33,046 in funding to pay for the cost of two FAM tours in partnership with Visit California.*

**Q. Approval of 2019-2020 Strausberg Marketing Contract ACTION ITEM**

The Board will consider approval of the Strausberg marketing contract for a 2019-2020 media plan in the amount of \$8,000.

*Recommendation: Staff recommends approval of the \$8,000 media plan contract.*

**R. Board Approved Expenditures ACTION ITEM**

The Board will consider transferring \$100,000 from the holding account to cover the following pre-approved expenses: consultant expenses in the amount of \$32,000, legal fees in the amount of \$10,000, advertising expenses in the amount of \$40,000, and ongoing administrative expenses in the amount of \$18,000.

*Recommendation: Staff recommends the Board approve a transfer of \$100,000.*

**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 scheduled on Monday April 15, 2019 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 Amaranano

**Marketing Key Staff**

Simone McFarland, Asst. Community Development Director  
Mary Hamzoian, Economic Development Manager  
Marissa Minor, Economic Development Analyst  
Robin Faulk, Marketing Consultant

**Administrative Key Staff**

Barbara Miller, Administration and Records  
Teresa Mackey, Bookkeeping

The BHA Board is comprised of 11 voting members. Regular meetings are held monthly the second Monday of the month unless that day is a City holiday. In that case, the Board will meet the first or third Monday. The BHA Board's primary function is to conduct business for marketing and advertising the City of Burbank as a first-rate tourist and convention destination.

The agenda packet consists of documentation relating to agenda items on file at the Visit Burbank offices at: 200 W Magnolia Boulevard, Burbank, CA 91502 during normal business hours and will be posted online at [www.visitburbank.com](http://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 January 28, 2019, 3:00 P.M.**  
**Burbank Airport Marriott 2500 Hollywood Way Burbank, CA 91505**

Members Present: Lucy Burghdorf, Hollywood Burbank Airport  
Tony Garibian, Coast Anabelle and Safari Inn, **Chair**  
Tom Flavin, Burbank Chamber of Commerce  
Danny Kahn, Warner Bros. Studios Tours  
Alan Puana, Universal Studios Hollywood  
Richard Sandoval, Burbank Airport Marriott, **Vice-Chair**  
Tom Whelan, Hotel Amaranio

Members Absent: James Fitzpatrick, Courtyard by Marriott, **Secretary**  
Julio Flores, Hilton Garden Inn  
Patrick Prescott, Community Development Director  
Michael Swaney, Residence Inn, **Treasurer**  
Sundee Vagashia, Travelodge and Quality Inn

Marketing Key Staff: Mary Hamzoian, Economic Development Manager  
Marissa Minor, Economic Development Analyst

Administrative Key Staff: Barbara Miller, Administration and Records  
Teresa Mackey, Bookkeeping

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

*The Burbank Hospitality Association (BHA) Board Meeting was called to order at 3:14 p.m. on Monday, January 28, 2019.*

**A. Roll Call**

**B. Announcements**

- Staff announced that BHA Sponsorship applications were due January 31st; all previously sponsored applicants have been notified of the upcoming deadline.
- Staff is developing a 2019 influencer program which will be presented to the Board once finalized.
- Robin Faulk will attend ITB Berlin from March 6th-10th, and along with Warner Bros., will be in the Visit California booth.

**C. Public Comment**

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

**D. Board Member Comments**

- Lucy Burghdorf reported that in December the number of passengers at the Hollywood Burbank Airport had increased 8.8% over last year. The projected total

number of passengers for 2018 will exceed 5 million; a milestone last reached in 2008.

- Alan Puana asked the BHA to consider development of a strategy and toolkit for Burbank hotels to be China Ready. This will help to maximize tourist spending and thereby ROI for Visit Burbank in an effort to be competitive with other local cities.

**E. Approval of Minutes**

**ACTION ITEM**

The meeting minutes for December 17, 2018 were approved as presented. Tom Whalen made a motion for approval, seconded by Tom Flavin; motion carried 7-0.

**F. Treasurer's Report**

Due to Mr. Swaney's absence, the Treasurer's report was tabled to the following meeting.

**G. Acceptance of 2016-2017 Audit Review**

**ACTION ITEM**

The Board reviewed the 2016-17 audit and there were no questions or comments. Tom Whalen made a motion to approve the 2016-17 BHA audit, second by Richard Sandoval; motion carried 7-0. A copy of the audit will be provided to the City of Burbank's Financial Services Director.

**H. FAM Tour Discussion and Destination Development Funds**

**ACTION ITEM**

Hotelbeds.com approached Mr. Garibian with a FAM tour opportunity for forty (40) people staying in twenty (20) rooms at the Coast Anabelle from April 10-13, 2019 while visiting Warner Bros., Universal Studios Hollywood, and Downtown Burbank. Danny Kahn made a motion to transfer 5% of the current Destination Development budget to the Marketing budget, and to use \$12,000 of those funds to cover the FAM tour, seconded by Lucy Burghdorf; the motion carried 6-0, with Mr. Garibian abstaining.

**I. Event Sponsorship Wrap-Up**

Staff reported on both Burbank Beer Festival and the Winter Wine Walk events which took place in Downtown Burbank in October and November 2018. Although both events were successful, the Beer Festival has been experiencing a downturn in attendance and for that reason, The Downtown Burbank Partnership has decided not to move forward with the event in 2019. In 2018, the Burbank Beer Festival resulted in 59 room nights and the Winter Wine Walk Resulted in 53 room nights. The 2019 Winter Wine Walk will take place in November as planned.

**J. Board Approved Expenditures**

**ACTION ITEM**

The Board considered transfer of \$62,000 from the City 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, a FAM tour in the amount of \$12,000, and ongoing administrative

expenses in the amount of \$9,000. A motion to approve the transfer of funds was made by Richard Sandoval, second by Danny Kahn; motion carried 7-0.

**K. Future Agenda Items**

The following items will be reviewed at a future meeting: The ITB Brochure, the new Visit Burbank influencer schedule, and plans for a China Ready Initiative.

*The T-BID will reconvene at the next Board Meeting tentatively scheduled for February 25, 2019, location to be determined. The meeting adjourned at 4:44 p.m.*