

**Burbank Hospitality Association, Inc.  
Closed Session Meeting Agenda  
Thursday, May 11, 2017 - 2:00 P.M.**

**Los Angeles Marriott Burbank Airport  
2500 N Hollywood Way  
Burbank, CA 91505**

**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

**C. REPORT OUT OF CLOSED SESSION**

**Adjournment to**

**Burbank Hospitality Association, Inc.  
Meeting Agenda  
Thursday, May 11, 2017 - 3:00 P.M.**

**Los Angeles Marriott Burbank Airport  
2500 N Hollywood Way  
Burbank, CA 91505**

**D. ROLL CALL**

**E. ANNOUNCEMENTS**

**F. 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.

**G. RESPONSE TO PUBLIC COMMENT**

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

**H. APPROVAL OF MINUTES**

**ACTION ITEM**

The Board will consider approval of the April 13, 2017 meeting minutes.

**I. TREASURER'S REPORT**

**ACTION ITEM**

The Board will consider approval of the April 14, 2017 – May 11, 2017 treasurer's report.

**J. Burbank International Film Festival Sponsorship**

**ACTION ITEM**

The Board will review additional information regarding hotel bookings and demographics data to consider a \$20,000 sponsorship for the 2017 Burbank International Film Festival.

**K. Starlight Bowl Summer Concert Series Sponsorship**

**ACTION ITEM**

Staff from the Park, Recreation, and Community Services Department will present a sponsorship proposal in the amount of \$5,000 for the 2017 concert series.

**L. Draft Fiscal Year 14-15 BHA Audit Report**

**ACTION ITEM**

The Board will review the BHA's October 1, 2014-September 30, 2015 draft audit report and findings for approval.

**M. Board Member Initiation and Renewal Policy**

**ACTION ITEM**

The Board will review and take action on the draft policy for initiating and renewing Board Member positions.

**N. Board Member Initiation**

**ACTION ITEM**

The Board will review application(s) received to appoint a new voting Board Member to a currently vacant seat on the Board.

**O. BHA Audit Policy**

**ACTION ITEM**

The Board will review and take action on a draft policy to implement future audits of the BHA financial statements.

**P. Phase III Marketing Discussion**

**ACTION ITEM**

The Board will discuss the possibility of initiating Phase III for new Marketing and Design Services.

**Q. Website, Social Media, and Influencer Campaign Updates**

Staff will present updated website and social media analytics, in addition to an update on the Social Media Influencer Campaign.

**R. Board Approved Expenditures**

**ACTION ITEM**

The Board will consider transferring \$80,000 from the holding account to cover pre-approved ongoing consultant expenses in the amount of \$21,000, legal fees in the amount of \$5,000, advertising expenses in the amount of \$18,000, trade show booth expenses for International Pow Wow conference in the amount of \$6,000, and the approved sponsorship for the Burbank Comedy Festival in the amount of \$20,000. For a list of additional operational expenses, please see attached financial statements.

**S. Request for Proposals (RFP) Advisory Committee Update**

The advisory committee will provide an update on the Administrative Services RFP recruitment process.

**T. 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 item.

**ADJOURNMENT TO THE NEXT REGULARLY SCHEDULED MEETING TENTATIVELY ON THURSDAY, JUNE 8, 2017 AT 3:00 PM, LOCATION TO BE DETERMINED.**

<b><u>Burbank Hospitality Association, Inc. Board Members</u></b>	<b><u>Key Staff</u></b>
Lucy Burghdorf, Hollywood Burbank Airport James Fitzpatrick, Courtyard by Marriott, <b>Secretary</b> Tom Flavin, Burbank Chamber of Commerce Tony Garibian, Coast Anabelle and Safari Inn, <b>Chair</b> Danny Kahn, Warner Bros. Studio Tours Hollywood Patrick Prescott, Community Development Director (ex-officio) Alan Puana, Universal Studios Hollywood Richard Sandoval, Burbank Airport Marriott, <b>Vice-Chair</b> Bernadette Soriano, Springhill Suites (non-voting member) Michael Swaney, Residence Inn by Marriott, <b>Treasurer</b> Steve Tarn, Hilton Garden Inn Burbank Tom Whelan, Hotel Amarano	Simone McFarland, Asst. Community Development Director  Mary Hamzoian, Economic Development Manager  Susie Avetisyan, Economic Development Analyst
	<b><u>Consultant</u></b>  Robin Faulk, Marketing Consultant

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](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 April 13, 2017 - 3:00 P.M.**  
**Springhill Suites**  
**549 S San Fernando Blvd.**  
**Burbank, CA 91502**

Members Present: Lucy Burghdorf, Hollywood Burbank Airport  
James Fitzpatrick, Courtyard by Marriott, **Secretary**  
Tom Flavin, Burbank Chamber of Commerce  
Danny Kahn, Warner Bros. Studio Tours Hollywood  
Michael Swaney, Residence Inn by Marriott, **Treasurer**  
Steve Tarn, Hilton Garden Inn  
Tom Whalen, Hotel Amarano

Members Absent: Tony Garibian, Coast Anabelle and Safari Inn, **Chair**  
Patrick Prescott, CDD Director (ex-officio)  
Alan Puana, Universal Studios Hollywood  
Richard Sandoval, Burbank Airport Marriott, **Vice-Chair**  
Bernadette Soriano, SpringHill Suites

Department Key Staff: Simone McFarland, Community Development Dept.  
Mary Hamzoian, Community Development Dept.  
Susie Avetisyan, Community Development Dept.  
Marissa Minor, Community Development Dept.

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

The Burbank Hospitality Association (BHA) Board Meeting was called to order at 3:05 p.m. on Thursday, April 13, 2017.

**A. Roll Call**

**B. Announcements**

The following announcements were made by staff:

1. The Downtown Burbank Arts Festival is scheduled for April 29-30, 2017 on San Fernando Blvd from 10:00am-5:00pm;
2. The Burbank Town Center is undergoing a \$65,000,000 renovation and although they are open during construction, the food court of the third level is closed and will reopen in June 2017; and
3. The City of Burbank Business and Economic Development Division earned three awards from the California Association of Local Economic Development for the Downtown Burbank MUD Paseo, the Burbank Tech Talks, and the Economic Development Annual Report.

**C. Public Comment**

Susie Avetisyan introduced Maydel Almaguer, Operations Manager of the Springhill Suites. Ms. Almaguer attended the meeting on behalf of non-voting Board Member Bernadette Soriano and welcomed everyone to the hotel.

**D. Response to Public Comment**

There were no Board responses to public comments.

**E. Approval of Minutes**

**ACTION ITEM**

The meeting minutes of March 9, 2017 were approved as written. Tom Whelan made a motion to approve, second by Lucy Burghdorf. Motion carried 7-0.

**F. Treasurer's Report**

**ACTION ITEM**

Michael Swaney presented the Treasurer's Report for March 10 - April 13, 2017. To date, the balance sheet represented assets equaling \$898,098.07. Danny Khan requested that the expense for reordering promotional items be re-categorized as a marketing expense instead of a supplies expense. Mr. Whelan made a motion to approve with this revision, second by Mr. Khan. Motion carried 7-0.

**G. Burbank International Film Festival**

**ACTION ITEM**

Jeff Rector from the Burbank International Film Festival was unable to attend and this item will be brought back at the next regularly scheduled board meeting.

**H. MyBurbank Digital Marketing Opportunity**

**ACTION ITEM**

Ross Benson from MyBurbank presented a proposal for digital marketing opportunities on MyBurbank.com. For \$2,000 a month, Mr. Benson proposed Visit Burbank would receive static leaderboard ads, large and small ad boxes throughout the website, and the opportunity for editorial content and event coverage by MyBurbank staff. MyBurbank.com receives approximately 55,000 visitors to their website every month from people in cities such as Los Angeles, Anaheim, Chicago, San Francisco, Dallas, and New York. In addition, they have an active Twitter following of 25,000.

After some discussion, the Board agreed on the importance of marketing Visit Burbank and its website to not only travelers, but to the local community as well, for engagement and awareness efforts. Given this readership, the Board agreed to begin a marketing campaign with MyBurbank.com on an introductory level with only leaderboard ads. Since their sister organization, the Downtown Burbank Partnership (Partnership), also retains the advertising services of MyBurbank.com, the Board requested to receive the same price point given to the Partnership, \$360 a month for leaderboard ads. The Board directed staff to negotiate that offer for a one year advertising contract. Steve Tarn made a motion to approve, second by Mr. Khan. Motion carried 7-0.

**I. Burbank Comedy Festival Media Plan**

**ACTION ITEM**

Joshua Snyder from Flappers Comedy Club (Flappers) presented a media plan for the 2017 Burbank Comedy Festival (Festival). The previously approved \$20,000 sponsorship would be used towards advertising the Festival through podcasts of various comedians scheduled to attend the Festival. He also presented price points for more popular comedian headliners such as Adam Sandler and Kenan and Kel.

After some discussion, the Board felt that more aggressive marketing efforts would be necessary to broaden the Festival's reach and attract more guests to stay overnight during the Festival. Suggestions were made for social media, geo-fencing/geo-farming, Pandora, and digital marketing. Mary Hamzoian suggested that staff, along with Robin Faulk, the BHA's Marketing Consultant, could work closely with Flappers to ensure the Board's concerns are being met. Mr. Tarn made a motion to approve staff's involvement in the Festival's media plan, second by Mr. Khan. Motion carried 7-0.

**J. Draft Fiscal Year 14-15 BHA Audit Report**

**ACTION ITEM**

Ms. Avetisyan shared the final drafts of the October 1, 2014 through September 30, 2015 BHA audit. The auditors, LSL CPA's and Advisors, concluded that the financial statements presented are neutral, consistent, and clear. Ms. Avetisyan disclosed two material findings that the audit encountered, year-end closing procedures and accounts payable accruals, along with the steps that were taken to remedy those findings. The Board requested additional time to review the financial statements of the audit. This item will be brought back at the May board meeting for consideration and approval. Lucy Burghdorf asked if annual audits will be completed moving forward, and Ms. Hamzoian replied that staff may bring this item up for consideration at the next regularly scheduled board meeting for the Board's approval. No further action was taken.

**K. Request For Proposals (RFP) Sub-Committee**

**ACTION ITEM**

Since Mr. Flavin would be recusing himself from this discussion to avoid a conflict of interest since the Burbank Chamber of Commerce submitted a proposal, Simone McFarland suggested moving this action item to be discussed as the last agenda item. See Item P.

**L. Meeting Expense Policy**

**ACTION ITEM**

Mr. Tarn shared that he had previously recommended the creation of an expense policy for any expenses incurred during board meetings. This would insure that the host hotel would not be left with the burden of having to cover operating costs of hosting the meeting at their respective hotel.

Ms. Avetisyan presented a draft of Policy 2017-001 – Board Meeting Expense Policy with its background, purpose, and budgetary guidelines. Expense categories included:

1. Audio visuals - up to \$450/meeting
2. Catering - up to \$500/meeting
3. Beverages - up to \$150/meeting
4. Snacks - up to \$150/meeting
5. Conference room fees - up to \$500/meeting

Mr. Tarn made a motion to approve, second by Mr. Khan. Motion carried 7-0.

**M. 2017 International Pow Wow (IPW)**

**ACTION ITEM**

Ms. Avetisyan reminded the Board that Mr. Faulk would be attending IPW on behalf of Visit Burbank. At this time, Ms. Avetisyan asked if there were any recommendations to send an additional sales staff member to attend IPW with Mr. Faulk. Mr. Whelan stated that if scheduling permits, he would volunteer to send the Hotel Amarano's Director of Sales to attend IPW representing the entire BHA as a whole. Ryan Dunn, the BHA's General Counsel, stated that the BHA may vote to approve assigning a representative to attend IPW at today's meeting, and choose that designee at a later time. Mr. Tarn made a motion to approve sending a sales staff member to attend IPW with Mr. Faulk, second by Mr. Swaney. Motion carried 7-0.

**N. Board Term Renewals**

**ACTION ITEM**

Ms. Avetisyan announced that both Mr. Khan and Ms. Soriano have expressed interest in renewing their board terms for another two years. Mr. Tarn made a motion to approve, second by Mr. Whelan. Motion carried 7-0.

**O. Board Approved Expenditures**

**ACTION ITEM**

Ms. Hamzoian requested \$85,000 to be transferred from the holding account to pay for ongoing consultant expenses in the amount of \$21,950, legal fees in the amount of \$6,000 and advertising expenses in the amount of \$50,300 which includes a \$40,500 invoice for the Board approved two month digital advertising campaign in partnership with the Los Angeles Tourism and Convention Board. Mr. Khan made a motion for approval, second by Mr. Swaney. Motion carried 7-0.

**P. Request For Proposals (RFP) Sub-Committee**

**ACTION ITEM**

Mr. Flavin left the meeting room and Ms. Avetisyan shared that two RFP's were received prior to the cut-off date of April 12<sup>th</sup>; one from the Burbank Chamber of Commerce and one from Willdan Financial Services. As recommended, staff created Resolution 2017-002, which would establish the creation of an ad hoc advisory committee to facilitate RFP's received and make recommendations to the Board for approval. Ms. Hamzoian shared that Board Chair Tony Garibian had previously expressed interest to be on the advisory committee and two to three more board members would be sufficient. Mr. Tarn and Mr. Khan both volunteered to be on the advisory committee. Mr. Tarn made a motion to approve Resolution 2017-002, second by Jim Fitzpatrick. Motion carried 6-0, with one recusal from Mr. Flavin.

**Q. Future Agenda Items**

Ms. Avetisyan shared agenda items to be brought back at future board meetings:

1. New board member consideration to fill existing vacant Board seat;
2. Creative Talent Network Animation eXpo sponsorship;
3. Starlight Bowl Summer Concert Series sponsorship;
4. Destination Development brainstorming;
5. Policy for board member initiation and renewals;
6. Consideration to initiate annual BHA audits;
7. Approval of draft BHA audit;
8. Proposed policy for BHA public records requests and records retention; and

9. Burbank International Film Festival sponsorship.

The T-BID will reconvene with the next regularly scheduled Board Meeting on May 11, 2017, location to be determined. The meeting adjourned at 4:57 p.m.

DRAFT



Burbank Hospitality Association  
**Balance Sheet**  
As of May 5, 2017

**DRAFT**

	<u>May 5, 17</u>
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
Checking	66,528.97
City Treasurer	780,797.89
Savings	5.00
Total Checking/Savings	<u>847,331.86</u>
Other Current Assets	
005 · Market Value Adjustments	-1,310.03
33000 · City Treasurer's Investments	3,091.06
Total Other Current Assets	<u>1,781.03</u>
Total Current Assets	<u>849,112.89</u>
<b>TOTAL ASSETS</b>	<b><u>849,112.89</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
Equity	
32000 · Unrestricted Net Assets	1,125,908.27
Net Income	-276,795.38
Total Equity	<u>849,112.89</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>849,112.89</u></b>

Burbank Hospitality Association  
**Profit & Loss**  
April 14 through May 11, 2017

**DRAFT**

	Apr 14 - May 11, 17
Ordinary Income/Expense	
Income	
001 · Assessments-City Treasurer	15,336.38
46400 · Other Types of Income	
46410 · Checking Account Interest	6.38
Total 46400 · Other Types of Income	6.38
47200 · Program Income	
47220 · aRes Contributions	219.05
Total 47200 · Program Income	219.05
Total Income	15,561.81
Gross Profit	15,561.81
Expense	
62100 · Contract Services	
62140 · Legal Fees	6,171.45
Total 62100 · Contract Services	6,171.45
62500 · Consultants	36,449.99
64000 · Marketing	
64020 · Advertising	60,516.10
64080 · Gift Card Promotion	330.70
Total 64000 · Marketing	60,846.80
65000 · Operations	
65070 · Website Maintainance	55.00
Total 65000 · Operations	55.00
65060 · Salary Expenses	11,177.50
Total Expense	114,700.74
Net Ordinary Income	-99,138.93
Net Income	-99,138.93

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Type	Date	Num	Name	Memo	Split	Amount	Balance
Ordinary Income/Expense							
Income							
001 · Assessments-City Treasurer							
Deposit	07/31/2016		T-BID Assessments	July 2016 Assessments Income	City Treasurer	75,257.58	75,257.58
Deposit	08/31/2016		T-BID Assessments	August 2016 Assessments Income	City Treasurer	138,818.80	214,076.38
Deposit	09/30/2016		T-BID Assessments	September 2016 Assessments Income	City Treasurer	76,546.06	290,622.44
Deposit	10/31/2016		T-BID Assessments	October 2016 Assessments Income	City Treasurer	50,692.15	341,314.59
Deposit	11/30/2016		T-BID Assessments	November 2016 Assessments Income	City Treasurer	108,312.10	449,626.69
Deposit	12/31/2016		T-BID Assessments	December 2016 Assessments Income	City Treasurer	83,863.55	533,490.24
Deposit	01/31/2017		T-BID Assessments	January 2017 Assessments Income	City Treasurer	122,341.00	655,831.24
Deposit	02/28/2017		T-BID Assessments	February 2017 Assessments Income	City Treasurer	38,498.62	694,329.86
Deposit	03/31/2017		T-BID Assessments	March 2017 Assessment Income	City Treasurer	127,670.64	822,000.50
Deposit	04/30/2017		T-BID Assessments	April 2017 Assessment Income	City Treasurer	15,336.38	837,336.88
Total 001 · Assessments-City Treasurer						837,336.88	837,336.88
002 · Interest - City Treasurer							
Deposit	08/31/2016		Interest Income	Interest Income August 2016	City Treasurer	1,240.08	1,240.08
Deposit	09/30/2016		Interest Income	Interest Income September 2016	City Treasurer	987.56	2,227.64
Deposit	10/31/2016		Interest Income	Interest Income October 2016	City Treasurer	1,029.30	3,256.94
Deposit	11/30/2016		Interest Income	Interest Income November 2016	City Treasurer	1,015.24	4,272.18
Deposit	12/31/2016		Interest Income	Interest Income December 2016	City Treasurer	1,258.34	5,530.52
Deposit	01/31/2017		Interest Income	Interest Income January 2017	City Treasurer	6,877.17	6,877.17
Deposit	02/28/2017		Interest Income	Interest Income February 2017	City Treasurer	1,397.15	8,274.32
Deposit	03/31/2017		Interest Income	Interest Income March 2017	City Treasurer	1,215.79	9,490.11
Total 002 · Interest - City Treasurer						9,490.11	9,490.11
004 · Oracle Accruals							
General Journal	07/31/2016	213		Oracle Accruals for June-August 2016	City Treasurer	-75,257.58	-75,257.58
General Journal	08/31/2016	214		Oracle Accruals for June-August 2016	City Treasurer	-40,938.40	-116,195.98
Total 004 · Oracle Accruals						-116,195.98	-116,195.98
46400 · Other Types of Income							
46410 · Checking Account Interest							
Deposit	07/31/2016		001 Checking	July 2016 Interest Income	Checking	1.43	1.43
Deposit	08/31/2016		001 Checking	August 2016 Interest Income	Checking	2.45	3.88
Deposit	09/30/2016		001 Checking	September 2016 Interest Income	Checking	1.74	5.62
Deposit	10/31/2016		001 Checking	October 2016 Interest Income	Checking	2.33	7.95
Deposit	11/30/2016		001 Checking	November 2016 Interest Income	Checking	4.68	12.63
Deposit	12/31/2016		001 Checking	December 2016 Interest Income	Checking	3.10	15.73
Deposit	01/31/2017		001 Checking	January 2017 Interest Income	Checking	2.24	17.97
Deposit	02/28/2017		001 Checking	February 2017 Interest Income	Checking	4.71	22.68
Deposit	03/31/2017		001 Checking	March 2017 Interest Income	Checking	12.72	35.40
Deposit	04/30/2017		001 Checking	April 2017 Interest Income	Checking	6.38	41.78
Total 46410 · Checking Account Interest						41.78	41.78

Type	Date	Numb	Name	Memo	Split	Amount	Balance
Total 46400 · Other Types of Income							
47200 · Program Income							
47220 · aRes Contributions							
Deposit	07/26/2016	52527	aRes Travel Inc.	Income from aRes attraction bookings	Checking	119.31	119.31
Deposit	09/07/2016	52898	aRes Travel Inc.	Income from aRes attraction bookings	Checking	219.88	339.19
Deposit	09/23/2016	53322	aRes Travel Inc.	Income from aRes attraction bookings	Checking	55.56	394.75
Deposit	10/28/2016	53659	aRes Travel Inc.	Income from aRes attraction bookings	Checking	36.03	430.78
Deposit	01/27/2017	54708	aRes Travel Inc.	Income from aRes attraction bookings	Checking	68.09	498.87
Deposit	01/27/2017	54096	aRes Travel Inc.	Income from aRes attraction bookings	Checking	43.05	541.92
Deposit	01/27/2017	54434	aRes Travel Inc.	Income from aRes attraction bookings	Checking	37.19	579.11
Deposit	04/28/2017	55360	aRes Travel Inc.	Income from aRes attraction bookings	Checking	76.74	655.85
Deposit	04/28/2017	55555	aRes Travel Inc.	Income from aRes attraction bookings	Checking	142.31	798.16
Total 47220 · aRes Contributions							
Total 47200 · Program Income						798.16	798.16
Total 47200 · Program Income						798.16	798.16
Total 47200 · Program Income						731,470.95	731,470.95
Total 47200 · Program Income						731,470.95	731,470.95
Gross Profit							
Expense							
60900 · Business Expenses							
Check	09/23/2016	100325	United States Treasury	2015 tax return filing fee	Checking	10.00	10.00
Total 60900 · Business Expenses							
Total 60900 · Business Expenses						10.00	10.00
62100 · Contract Services							
62110 · Accounting Fees							
Check	10/07/2016	100327	Turner, Warren, Hwand & Conrad AC	2015 tax returns	Checking	1,595.00	1,595.00
Check	02/24/2017	100357	Turner, Warren, Hwand & Conrad AC	2016 1099's preparation	Checking	140.00	1,735.00
Total 62110 · Accounting Fees							
Total 62110 · Accounting Fees						1,735.00	1,735.00
62140 · Legal Fees							
Check	02/24/2017	100356	Colantuono, Highsmith & Whalley, PC	Legal services for January 2017	Checking	5,015.68	5,015.68
Check	04/28/2017	100378	Colantuono, Highsmith & Whalley, PC	February 2017 legal services	Checking	6,171.45	11,187.13
Total 62140 · Legal Fees							
Total 62140 · Legal Fees						11,187.13	11,187.13
Total 62100 · Contract Services							
Total 62100 · Contract Services						12,922.13	12,922.13
62500 · Consultants							
Check	07/29/2016	100313	Strausberg Group, Inc.	Newsletter template, April SEO, website translation, web maintenance and reporting	Checking	10,125.00	10,125.00
Check	09/23/2016	100324	Strausberg Group, Inc.	May/June SEO, website revisions, Q3 digital campaign, newsletter buildout, reporting	Checking	13,975.00	24,100.00
Check	10/11/2016	100331	Strausberg Group, Inc.	July and Aug. Website Maint. and newsletter design and management	Checking	6,163.00	30,263.00
Check	10/11/2016	100335	Robin Faulk	Jan-Jun 2016 monthly consulting costs	Checking	19,999.98	50,262.98
Check	12/30/2016	100346	Strausberg Group, Inc.	Marketing Budget and Ad Plan for 16-17	Checking	20,000.00	70,262.98
Check	12/30/2016	100347	Strausberg Group, Inc.	November and December retainers	Checking	10,000.00	80,262.98
Check	12/30/2016	100347	Strausberg Group, Inc.	November SEO Management	Checking	2,000.00	82,262.98

Type	Date	Nun	Name	Memo	Split	Amount	Balance
Check	12/30/2016	100347	Strausberg Group, Inc.	Sept. & Oct. Web Maint.	Checking	1,111.50	83,374.48
Check	12/30/2016	100347	Strausberg Group, Inc.	November PPC	Checking	2,500.00	85,874.48
Check	12/30/2016	100347	Strausberg Group, Inc.	November Social Media camp.	Checking	1,300.00	87,174.48
Check	12/30/2016	100347	Strausberg Group, Inc.	Oct. newsletter, visitor guide, facebook advertising Nov.	Checking	1,401.25	88,575.73
Check	02/24/2017	100362	Robin Faulk	July-Sept. 2016 monthly consulting fees	Checking	9,999.99	98,575.72
Check	02/24/2017	100363	Strausberg Group, Inc.	January 2017 monthly retainer	Checking	5,000.00	103,575.72
Check	02/24/2017	100363	Strausberg Group, Inc.	December 2016 SEO management	Checking	2,000.00	105,575.72
Check	02/24/2017	100363	Strausberg Group, Inc.	December 2016 PPC campaign management	Checking	2,500.00	108,075.72
Check	02/24/2017	100363	Strausberg Group, Inc.	December 2016 Facebook Ads	Checking	1,000.00	109,075.72
Check	03/03/2017	100366	Strausberg Group, Inc.	December 2016 Social Media Campaign	Checking	1,300.00	110,375.72
Check	03/22/2017	100373	Strausberg Group, Inc.	Filmed in Burbank and Blog webpages	Checking	3,027.95	113,403.67
Check	03/22/2017	100373	Strausberg Group, Inc.	February 2017 Retainer	Checking	5,000.00	118,403.67
Check	03/22/2017	100373	Strausberg Group, Inc.	January 2017 SEO Management	Checking	2,000.00	120,403.67
Check	03/22/2017	100373	Strausberg Group, Inc.	January 2017 PPC	Checking	2,500.00	122,903.67
Check	03/22/2017	100373	Strausberg Group, Inc.	January 2017 Social Media Campaign	Checking	1,300.00	124,203.67
Check	03/22/2017	100373	Strausberg Group, Inc.	January 2017 Facebook Advertising	Checking	1,000.00	125,203.67
Check	03/31/2017	100374	Strausberg Group, Inc.	Payment 1 of 2 for Social Media Influencer Campaign	Checking	30,000.00	155,203.67
Check	04/28/2017	100377	Strausberg Group, Inc.	Nov-Apr. e-newsletter design	Checking	1,500.00	156,703.67
Check	04/28/2017	100377	Strausberg Group, Inc.	March-April 2017 Retainer	Checking	10,000.00	166,703.67
Check	04/28/2017	100377	Strausberg Group, Inc.	Feb.-Mar 2017 SEO	Checking	4,000.00	170,703.67
Check	04/28/2017	100377	Strausberg Group, Inc.	Feb.-Mar 2017 PPC	Checking	5,000.00	175,703.67
Check	04/28/2017	100377	Strausberg Group, Inc.	Feb.-Mar 2017 Facebook ads	Checking	2,000.00	177,703.67
Check	04/28/2017	100377	Strausberg Group, Inc.	Website maintenance and layout change to About Us page	Checking	2,600.00	180,303.67
Check	04/28/2017	100377	Strausberg Group, Inc.	Oct-Dec. 2016 Consulting Services	Checking	1,350.00	181,653.67
Check	04/28/2017	100294	Robin Faulk		Checking	9,999.99	191,653.66

Total 62500 · Consultants

191,653.66

64000 · Marketing							
64020 · Advertising							
Check	07/29/2016	100309	California Travel Media	2016 CA Road Trips ad	Checking	12,500.00	12,500.00
Check	09/07/2016	100317	Time Inc.	Visit CA website and e-newsletters	Checking	40,000.00	52,500.00
Check	09/07/2016	100318	Westways	Sept 2016 Discover section ad	Checking	1,584.00	54,084.00
Check	09/07/2016	100320	Orange Coast	Aug. 2016 ad	Checking	3,300.00	57,384.00
Check	09/07/2016	100321	Lamar Companies	Airport Dioramas Aug. and Sept. 2016	Checking	2,000.00	59,384.00
Check	10/11/2016	100330	Lamar Companies	July and Sept. Airport Advertising	Checking	2,000.00	61,384.00
Check	11/23/2016	100338	KJC International	Translation Fee for China Guide Ad	Checking	100.00	61,484.00
Check	11/23/2016	100343	Westways	Nov/Dec. 2016 ad	Checking	1,584.00	63,068.00
Check	11/23/2016	100345	Lamar Companies	Airport advertising (Jul., Sept., Oct., Nov.)	Checking	4,000.00	67,068.00
Check	12/30/2016	100348	Sojern Inc.	November digital marketing	Checking	5,000.00	72,068.00
Check	12/30/2016	100350	Lamar Companies	December airport marketing dioramas	Checking	1,000.00	73,068.00
Check	02/24/2017	100358	Sojern Inc.	Digital marketing Dec. 2016 and Jan. 2017	Checking	10,000.00	83,068.00
Check	02/24/2017	100360	Los Angeles Magazine	1/2 page ad for LA Visitor Guide	Checking	7,500.00	90,568.00
Check	02/24/2017	100361	California Travel Media	2017 Visit California Guide ad	Checking	26,816.48	117,384.48
Check	03/22/2017	100368	Time Inc.	January 2017 Digital newsletter	Checking	5,184.98	122,569.46
Check	03/22/2017	100369	Pace Communications	Feb. 2017 Southwest Airlines Magazine spread	Checking	86,700.00	209,269.46
Check	03/22/2017	100370	Sojern Inc.	February 2017 Digital ads	Checking	5,000.00	214,269.46
Check	04/28/2017	100376	Los Angeles Tourism and Convention Board	2017 China guide ad and digital ad package	Checking	50,685.00	264,954.46

Burbank Hospitality Association  
Profit & Loss Detail  
July 1, 2016 through May 11, 2017

Type	Date	Num	Name	Memo	Split	Amount	Balance
Check	04/28/2017	100293	Taboola	March 2017 digital ads	Checking	9,831.10	274,785.56
Total 64020 · Advertising						274,785.56	274,785.56
64040 · Website							
General Journal	07/08/2016	148	Leadgenix	PPC Advertising	Checking	2,250.00	2,250.00
Deposit	07/14/2016		Leadgenix	Adjustment for June 2016 double payment	Checking	-250.00	2,000.00
Deposit	07/14/2016		Leadgenix	Adjustment for June 2016 double payment	Checking	-2,000.00	0.00
Check	07/29/2016	100310	Centro Inc.	Invoices 170304, 173623	Checking	21,480.57	21,480.57
General Journal	08/08/2016	169	Leadgenix	PPC Advertising	Checking	2,250.00	23,730.57
General Journal	08/18/2016	177	Leadgenix	PPC Advertising	Checking	6,500.00	30,230.57
Check	09/07/2016	100319	Centro Inc.	Online advertising-Bidtellect and Yahoo	Checking	649.40	30,879.97
General Journal	09/09/2016	187	Leadgenix	PPC Advertising	Checking	2,250.00	33,129.97
Check	10/11/2016	100328	Centro Inc.	Q2 AND Q3 2016 digital ads (Expedia, Bidtellect, ThinkNear, Yahoo)	Checking	21,229.45	54,359.42
General Journal	10/11/2016	193	Leadgenix	PPC Advertising	Checking	2,250.00	56,609.42
General Journal	11/09/2016	199	Leadgenix	PPC Advertising	Checking	2,250.00	58,859.42
Check	11/23/2016	100339	Centro Inc.	September and October 2016 digital marketing	Checking	33,946.73	92,806.15
Total 64040 · Website						92,806.15	92,806.15
64060 · Social Media							
General Journal	07/01/2016	146	Facebook	Facebook Marketing	Checking	356.45	356.45
General Journal	07/20/2016	152	Facebook	Facebook Marketing	Checking	480.07	836.52
General Journal	07/20/2016	153	Facebook	Facebook Marketing	Checking	19.95	856.47
General Journal	08/01/2016	165	Facebook	Facebook Marketing	Checking	720.35	1,576.82
General Journal	08/01/2016	166	Facebook	Facebook Marketing	Checking	29.86	1,606.68
General Journal	08/01/2016	167	Facebook	Facebook Marketing	Checking	89.43	1,696.11
General Journal	08/01/2016	168	Facebook	Facebook Marketing	Checking	8.45	1,704.56
General Journal	09/01/2016	181	Facebook	Facebook Marketing	Checking	426.23	2,130.79
General Journal	09/21/2016	182	Facebook	Facebook Marketing	Checking	750.21	2,881.00
General Journal	09/27/2016	190	Facebook	Facebook Marketing	Checking	752.23	3,633.23
General Journal	10/03/2016	191	Facebook	Facebook Marketing	Checking	296.58	3,929.81
General Journal	11/01/2016	198	Facebook	Facebook Marketing	Checking	319.86	4,249.67
General Journal	12/01/2016	217	Facebook	Facebook Marketing	Checking	215.83	4,465.50
Total 64060 · Social Media						4,465.50	4,465.50
64080 · Gift Card Promotion							
General Journal	09/07/2016	183	Giftcards.com	2 Giftcards for Website Bookings Promo	Checking	109.90	109.90
General Journal	09/26/2016	184	Giftcards.com	7 Giftcards for Website Bookings Promo	Checking	384.65	494.55
General Journal	10/12/2016	194	Giftcards.com	3 Giftcards for Website Bookings Promo	Checking	164.85	659.40
General Journal	10/24/2016	196	Giftcards.com	2 Giftcards for Website Bookings Promo	Checking	109.90	769.30
General Journal	12/14/2016	218	Giftcards.com	2 Giftcards for Website Bookings Promo	Checking	109.90	879.20
General Journal	01/11/2017	225	Giftcards.com	1 Giftcard for Website Bookings Promo	Checking	54.95	934.15
General Journal	01/19/2017	226	Giftcards.com	2 Giftcards for Website Bookings Promo	Checking	109.90	1,044.05
General Journal	02/15/2017	233	Giftcards.com	4 Giftcards for Website Bookings Promo	Checking	219.80	1,263.85
General Journal	03/29/2017	238	Giftcards.com	10 Giftcards for Website Bookings Promo	Checking	549.50	1,813.35
General Journal	04/20/2017	250	Giftcards.com	5 Giftcards for Website Bookings Promo	Checking	274.75	2,088.10
General Journal	04/20/2017	251	GiftCardLab	1 Giftcard for Website Bookings Promo	Checking	55.95	2,144.05

Type	Date	Numb	Name	Memo	Split	Amount	Balance
Total 64080 · Gift Card Promotion							2,144.05
64000 · Marketing - Other							
Check	07/29/2016	100304	Larry Hausen	Burbank Comedy Festival ad, Facebook ad, IPW brochure, stationary layout	Checking	1,402.50	1,402.50
Check	09/07/2016	100322	Larry Hausen	ad layout for Comedy and Film festival, Facebook ads	Checking	295.00	1,697.50
Check	09/23/2016	100326	The Corporate Gift Service	Reorder of pens, chapsticks, and bags	Checking	5,663.30	7,360.80
Check	10/11/2016	100329	Larry Hausen	Revised infographics for presentations	Checking	135.00	7,495.80
Check	11/23/2016	100344	Larry Hausen	Revised business cards and Brand USA ad	Checking	110.00	7,605.80
Check	02/24/2017	100355	Universal Studios Inc.	2017 Preferred Hotel Partnership Program (10 hotels)	Checking	130,000.00	137,605.80
Total 64000 · Marketing - Other							137,605.80
Total 64000 · Marketing							511,807.06
65000 · Operations							
65010 · Books, Subscriptions, Reference							
Check	11/23/2016	100341	Tourism Economics	Final payment for tourism impact report	Checking	9,250.00	9,250.00
Check	12/30/2016	100352	Tourism Economics	Payment for first 50% of project	Checking	9,250.00	18,500.00
General Journal	03/22/2017	245	HCareers Online	Posted Administrative Services RFP Online	Checking	270.00	18,770.00
Total 65010 · Books, Subscriptions, Reference							18,770.00
65020 · Postage, Mailing Service							
Check	07/29/2016	100316	YRC Freight	Delivery of trade show booth to event site	Checking	461.34	461.34
General Journal	07/29/2016	155	MailChimp	Costs for mailing monthly newsletter	Checking	21.66	483.00
Check	08/02/2016	100314	Certified Folder Display Service, Inc.	Delivery Charge to receive 2 boxes of visitor guides	Checking	9.34	492.34
General Journal	08/29/2016	172	MailChimp	Costs for mailing monthly newsletter	Checking	75.00	567.34
General Journal	09/29/2016	180	MailChimp	Costs for mailing monthly newsletter	Checking	20.00	587.34
General Journal	09/30/2016	206	FedEx	Delivery charges for print materials to IPW	City Treasurer	95.09	682.43
Check	10/11/2016	100333	Certified Folder Display Service, Inc.	Cost to deliver visitor guides to office	Checking	19.10	701.53
General Journal	10/31/2016	197	MailChimp	Costs for mailing monthly newsletter	Checking	20.00	721.53
Check	11/23/2016	100340	Certified Folder Display Service, Inc.	Annual distribution of visitor guides	Checking	20,792.48	21,514.01
General Journal	11/29/2016	201	MailChimp	Costs for mailing monthly newsletter	Checking	30.00	21,544.01
General Journal	12/31/2016	222	MailChimp	Costs for mailing monthly newsletter	Checking	30.00	21,574.01
General Journal	01/31/2017	231	MailChimp	Costs for mailing monthly newsletter	Checking	30.00	21,604.01
General Journal	03/01/2017	246	MailChimp	Costs for mailing monthly newsletter	Checking	30.00	21,634.01
General Journal	03/29/2017	244	MailChimp	Costs for mailing monthly newsletter	Checking	65.00	21,699.01
Total 65020 · Postage, Mailing Service							21,699.01
65030 · Printing and Copying							
Check	07/29/2016	100307	Burbank Printing	printing of envelopes, IPW brochures, and CTN brochures	Checking	982.65	982.65
Total 65030 · Printing and Copying							982.65
65040 · Supplies							
General Journal	07/08/2016	149	Amazon	Computer Dongle for Projector	Checking	21.74	21.74
General Journal	10/31/2016	207	Staples	Mail envelopes	City Treasurer	28.48	50.22
Check	03/03/2017	100365	Burbank Printing	Printing of envelopes with letterhead	Checking	143.33	193.55



Type	Date	Num	Name	Memo	Split	Amount	Balance
Total 65040 · Supplies							193.55
65070 · Website Maintenance							
General Journal	08/16/2016	174	Media Temple	Administrative Website costs for domain changes	Checking	55.00	55.00
General Journal	08/16/2016	175	Media Temple	Administrative Website costs for domain changes	Checking	100.00	155.00
General Journal	09/16/2016	189	Media Temple	Administrative Website costs for domain changes	Checking	55.00	210.00
Check	10/11/2016	100332	aRes Travel Inc.	Booking widget Fee on Dragonfest and CTN sites	Checking	150.00	360.00
General Journal	10/17/2016	195	Media Temple	Administrative Website costs for domain changes	Checking	55.00	415.00
General Journal	11/16/2016	200	Media Temple	Administrative Website costs for domain changes	Checking	55.00	470.00
General Journal	12/16/2016	219	Media Temple	Administrative Website costs for domain changes	Checking	55.00	525.00
Check	12/30/2016	100351	aRes Travel Inc.	Booking widget and Facebook tracking	Checking	500.00	1,025.00
General Journal	01/17/2017	223	Media Temple	Administrative Website costs for domain changes	Checking	55.00	1,080.00
General Journal	02/16/2017	234	Media Temple	Administrative Website costs for domain changes	Checking	55.00	1,135.00
Check	02/24/2017	100359	aRes Travel Inc.	2017 Booking Engine	Checking	10,000.00	11,135.00
General Journal	03/06/2017	240	Media Temple	Administrative Website costs for domain changes	Checking	240.00	11,375.00
General Journal	03/17/2017	237	Media Temple	Administrative Website costs for domain changes	Checking	55.00	11,430.00
General Journal	04/17/2017	252	Media Temple	Administrative Website costs for domain changes	Checking	55.00	11,485.00
Total 65070 · Website Maintenance							11,485.00
Total 65000 · Operations							53,130.21
65060 · Salary Expenses							5,583.33
General Journal	07/31/2016	145	City of Burbank	July 2016 Staff Salary Expense	City Treasurer	5,583.33	5,583.33
General Journal	08/31/2016	146	City of Burbank	August 2016 Staff Salary Expense	City Treasurer	5,583.33	11,166.66
General Journal	09/30/2016	179	City of Burbank	July-September 2016 Staff Salary Expense	City Treasurer	33,532.50	44,699.16
General Journal	09/30/2016	145R	City of Burbank	Reverse of GJE 145 -- July 2016 Staff Salary Expense	City Treasurer	-5,583.33	39,115.83
General Journal	09/30/2016	146R	City of Burbank	Reverse of GJE 146 -- August 2016 Staff Salary Expense	City Treasurer	-5,583.33	33,532.50
General Journal	10/31/2016	202	City of Burbank	October Staff Salary Expense	City Treasurer	11,177.50	44,710.00
General Journal	11/30/2016	203	City of Burbank	November Staff Salary Expense	City Treasurer	11,177.50	55,887.50
General Journal	12/30/2016	204	City of Burbank	December Staff Salary Expense	City Treasurer	11,177.50	67,065.00
General Journal	12/31/2016	216	City of Burbank	July 2016-December 2016 Salary True-Up	City Treasurer	23,628.34	90,693.34
General Journal	01/31/2017	215	City of Burbank	January Staff Salary Expense	City Treasurer	11,177.50	101,870.84
General Journal	02/28/2017	235	City of Burbank	February Staff Salary Expense	City Treasurer	11,177.50	113,048.34
General Journal	03/31/2017	236	City of Burbank	March Staff Salary Expense	City Treasurer	11,177.50	124,225.84
General Journal	04/30/2017	249	City of Burbank	April Staff Salary Expense	City Treasurer	11,177.50	135,403.34
Total 65060 · Salary Expenses							135,403.34
65100 · Other Types of Expenses							
65120 · Insurance - Liability, D and O							
Check	03/31/2017	100375	Philadelphia Insurance Companies	Annual Insurance Renewal Costs FY17-18	Checking	5,950.00	5,950.00
Total 65120 · Insurance - Liability, D and O							5,950.00
65130 · Sponsorships							
Check	07/29/2016	100306	Creative Talent Network, LLC.	Sponsorship for 2016 CTNX Expo	Checking	50,000.00	50,000.00
Check	09/23/2016	100323	Committee For Yes on Measure B	Contribution for Committee for Yes on Measure B	Checking	50,000.00	100,000.00
Check	10/11/2016	100334	Downtown Burbank	Burbank Beer Fest 2016 Sponsorship	Checking	30,000.00	130,000.00
Check	10/11/2016	100334	Downtown Burbank	Car Classic 2016 Sponsorship	Checking	10,000.00	140,000.00



Type	Date	Num	Name	Memo	Split	Amount	Balance
Check	03/22/2017	100367	Burbank Community YMCA	2016 Turkey Trot Sponsorship	Checking	5,000.00	145,000.00
Total 65130 · Sponsorships						145,000.00	145,000.00
65140 · Membership Dues							
Check	07/29/2016	100308	Los Angeles Tourism and Convention Board	2016 Membership Dues	Checking	500.00	500.00
Check	11/23/2016	100337	US Travel Association	2017 membership	Checking	1,640.00	2,140.00
Check	11/23/2016	100342	Travel and Tourism Marketing Association	2017 Membership	Checking	395.00	2,535.00
Check	12/30/2016	100353	US Travel Association	2017 membership	Checking	1,590.00	4,125.00
Check	03/22/2017	100371	Cvent, Inc.	Annual membership to online database for meeting RFP's	Checking	18,483.00	22,608.00
Total 65140 · Membership Dues						22,608.00	22,608.00
65150 · Website							
General Journal	02/28/2017	248		Website Domain Renewal	City Treasurer	151.53	151.53
Total 65150 · Website						151.53	151.53
65160 · Other Costs							
General Journal	07/15/2016	150	Warner Bros. Studio Tour Hollywood	Two Complimentary Tickets for Burbank Story Submission	Checking	96.00	96.00
General Journal	07/19/2016	151	Edible Arrangements	'Get Well Soon' Arrangement for T. Garbian	Checking	115.69	211.69
General Journal	10/07/2016	186	UME Credit Union	Fee for wire transfer for WTM registration	Checking	45.00	256.69
General Journal	12/29/2016	221	Edible Arrangements	Get Well Soon Arraignment for M. Swaney	Checking	103.35	360.04
General Journal	02/13/2017	232	The Enchanted Florist	Condolense Flowers for B. Soriano	Checking	100.00	460.04
Total 65160 · Other Costs						460.04	460.04
Total 65100 · Other Types of Expenses						174,169.57	174,169.57
68300 · Travel and Meetings							
68310 · Conference, Convention, Meeting							
General Journal	07/06/2016	147	Freeman	Post IPW Booth Breakdown	Checking	256.58	256.58
General Journal	07/28/2016	154	Travel and Tourism Marketing Association	August 2016 TTMA Luncheon (2)	Checking	100.00	356.58
Check	07/29/2016	100305	Riverview Photography	Photographer for IPW	Checking	750.00	1,106.58
General Journal	08/11/2016	170	Collins College of Hospitality Management	Annual SoCal Visitor Industry Outlook Forum (2)	Checking	400.00	1,506.58
General Journal	08/25/2016	173	Dino Rentos	12 month storage costs	Checking	1,800.00	3,306.58
General Journal	09/07/2016	185	Brand USA	Registration for WTM Brand USA Pavillion	Checking	2,636.61	5,943.19
General Journal	09/12/2016	188	Los Angeles Tourism and Convention Board	China Ready Webinar (Chinese Millennials)	Checking	25.00	5,968.19
General Journal	10/06/2016	192	B-FOR International	Backlit booth signage for WTM	Checking	195.00	6,163.19
General Journal	12/19/2016	220	Hilton Garden Inn	Bi-Annual joint Meeting location and refreshments	Checking	425.00	6,588.19
General Journal	01/18/2017	227	Visit California	Visit California Outlook Forum Registration M. Hamzorian	Checking	799.00	7,387.19
General Journal	01/19/2017	228	Visit California	Visit California Outlook Forum Registration R. Faulk	Checking	799.00	8,186.19
General Journal	01/19/2017	229	Travel and Tourism Marketing Association	February 2017 TTMA Luncheon (2)	Checking	110.00	8,296.19
General Journal	02/28/2017	247		State of the City Luncheon (4)	City Treasurer	240.00	8,536.19
General Journal	03/16/2017	243	US Travel Association	IPW 2017 Registration and Booth	Checking	5,120.00	13,656.19
Total 68310 · Conference, Convention, Meeting						13,656.19	13,656.19
68320 · Travel							
General Journal	08/29/2016	171	Hollywood and Highland Parking Structure	M. Hamzorian Parking expense for LA Visitor Outlook Forum	Checking	12.00	12.00
Check	10/11/2016	100336	Tony Garbian	Flight for T. Garbian to attend WTM 2016	Checking	1,216.32	1,228.32

Type	Date	Num	Name	Memo	Split	Amount	Balance
General Journal	01/23/2017	230	Bacara Resort	Hotel Stay M. Hamzolian for Visitor Outlook	Checking	339.11	1,567.43
General Journal	03/02/2017	239	Courtyard By Marriott Goleta	R. Faulk hotel stay for Visit California Outlook Forum	Checking	311.10	1,878.53
General Journal	03/02/2017	240	Bacara Resort	M. Hamzolian hotel fees for Visit California Outlook Forum	Checking	56.13	1,934.66
General Journal	03/16/2017	241	Delta Air	R. Faulk travel costs for IPW 2017	Checking	815.76	2,750.42
Total 68320 · Travel						2,750.42	2,750.42
68330 · Reimbursement							
Check	07/29/2016	100311	Tony Garbhan	Reimbursement for IPW 2016	Checking	1,422.09	1,422.09
Check	07/29/2016	100312	Robin Faulk	Reimbursements for 2016 NASC travel expenses, mileage and parking expenses	Checking	909.14	2,331.23
Check	01/12/2017	100354	Tony Garbhan	WTM 2016 Reimbursement	Checking	1,876.06	4,207.29
Check	02/24/2017	100364	Mary Hamzolian	Parking for February ITMA Luncheon	Checking	13.20	4,220.49
Check	03/07/2017	100302	Mary Hamzolian	Rental Car expense for Visitor Outlook Forum 2017 M. Hamzolian	Checking	278.81	4,499.30
Check	03/07/2017	100303	Robin Faulk	Rental Car and meal expense for Visitor Outlook Forum 2017 R. Faulk	Checking	297.68	4,796.98
Check	03/22/2017	100372	Robin Faulk	Mileage and refreshment reimbursement for first influencer tour	Checking	27.28	4,824.26
Total 68330 · Reimbursement						4,824.26	4,824.26
68350 · Trade Show Booth							
General Journal	04/03/2017	253	Dino Rentos	First Payment for Trade Show Booth Revisions	Checking	3,450.00	3,450.00
Total 68350 · Trade Show Booth						3,450.00	3,450.00
Total 68300 · Travel and Meetings						24,680.87	24,680.87
Total Expense						1,103,776.84	1,103,776.84
Net Ordinary Income						-372,305.89	-372,305.89
Net Income						-372,305.89	-372,305.89