

**Burbank Hospitality Association, Inc.
Closed Session Meeting Agenda
Wednesday, October 25, 2017 - 2:00 P.M.**

**Los Angeles Marriott Burbank Airport
Convention Center, Producer Room A & B
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.

Adjournment to

**Burbank Hospitality Association, Inc.
Meeting Agenda
Wednesday, October 25, 2017 - 2:30 P.M.**

**Los Angeles Marriott Burbank Airport
Convention Center, Producer Room A & B
2500 N Hollywood Way
Burbank, CA 91505**

A. ROLL CALL

B. ANNOUNCEMENTS

C. REPORT OUT OF CLOSED SESSION

D. 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.

E. RESPONSE TO PUBLIC COMMENT

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

- F. APPROVAL OF MINUTES** **ACTION ITEM**
The Board will consider approval of the September 20, 2017 meeting minutes and September 27, 2017 special meeting minutes.
- G. TREASURER'S REPORT** **ACTION ITEM**
The Board will consider approval of the August 10 – October 25, 2017 Treasurer's Report.
- H. Holiday in the Park Event Sponsorship** **ACTION ITEM**
Representatives from the Magnolia Park Merchants Association will present a sponsorship request for the 2017 Holiday in the Park Event in the amount of \$15,000.
- I. Dragonfest Expo Sponsorship** **ACTION ITEM**
Representatives from the Martial Arts History Museum will present a sponsorship request for the 2018 Dragonfest Expo in the amount of \$40,000.
- J. Burbank Comedy Festival Economic Impact Results**
Hunden Strategic Partners will present the event economic impact results from the 2017 Burbank Comedy Festival.
- K. Amended and Restated Agreement for Services Administering the TBID with the City of Burbank** **ACTION ITEM**
The Board will review the amended Services Agreement between the TBID and the City of Burbank to be presented to Burbank City Council (agreement will be provided at meeting).
- L. UME Federal Credit Union Checking Account Representatives** **ACTION ITEM**
The Board will consider approving Tony Garibian, Michael Swaney, and Teresa Mackey as authorized account holders of the BHA checking and savings account at UME Federal Credit Union.
- M. BHA 2016 Tax Returns** **ACTION ITEM**
The Board will review the draft BHA 2016 tax returns for approval.
- N. BHA Travel and Reimbursement Policy** **ACTION ITEM**
The Board will consider approving Policy Number 005 – The BHA Travel and Reimbursement Policy. The Policy will provide guidelines for travel related expenses and methods of reimbursement.
- O. BHA Procurement Policy** **ACTION ITEM**
The Board will consider approving Policy Number 006 – The BHA Procurement Policy. This will detail large purchases, purchase orders, and bidding procedures.

P. BHA Short-Term Investment and Checking Accounts **ACTION ITEM**

The Board will consider Resolution 2017-004 allowing the establishment of a short-term investment account and checking account for use of BHA funds, including the operating account, and will consider the appropriate financial institution for those accounts. Consistent with the Board's direction from the September meeting, the Board will consider additional information from financial institutions regarding rates of return and other requirements for these accounts (spreadsheet will be provided at meeting).

Q. International Pow Wow 2018 Update **ACTION ITEM**

Staff will present a quote to obtain conceptual renderings for the proposed Visit Burbank/Hollywood Burbank Airport/Warner Bros. Studio Tours Hollywood IPW booth development collaboration.

R. Board Approved Expenditures **ACTION ITEM**

The Board will consider transferring \$155,000 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 \$10,000, advertising expenses in the amount of \$55,000, sponsorship expenses in the amount of \$37,500 (Burbank Beer Festival and Winter Wine Walk), office rent and one time Builders Fund and Chairman's Circle expenses in the amount of \$6,600, and BHA administrative office improvements in the amount of \$12,000. The remaining \$13,900 will cover on-going expenses. For a list of additional operational expenses, please see attached financial statements.

S. 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, NOVEMBER 9, 2017 AT 3:00 PM, LOCATION TO BE DETERMINED.

<p><u>Burbank Hospitality Association, Inc. Board Members</u> Lucy Burghdorf, Hollywood Burbank Airport James Fitzpatrick, Courtyard by Marriott, Secretary Tom Flavin, Burbank Chamber of Commerce 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 Steve Tarn, Hilton Garden Inn Burbank Sundeep Vaghashia, Travelodge and Quality Inn Tom Whelan, Hotel Amarano</p>	<p><u>Consultant</u> Robin Faulk, Marketing Consultant</p>
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<p><u>Marketing Key Staff</u> Simone McFarland, Asst. Community Development Director Mary Hamzoian, Economic Development Manager Susie Avetisyan, Economic Development Analyst</p>
<p><u>Administrative Key Staff</u> Barbara Miller, Administration and Records Teresa Mackey, Book-Keeping</p>

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 September 20, 2017 - 2:30 P.M.
Burbank Chamber of Commerce
200 W. Magnolia Blvd.
Burbank, CA 91502

Members Present: Lucy Burghdorf, Hollywood Burbank Airport
James Fitzpatrick, Courtyard by Marriott, **Secretary**
Tom Flavin, Burbank Chamber of Commerce
Tony Garibian, Coast Anabelle and Safari Inn, **Chair**
Sundeep Vaghashia, Travelodge Burbank-Glendale and
Quality Inn Burbank Airport
Tom Whalen, Hotel Amaranio

Members Absent: Danny Kahn, Warner Bros. Studio Tours Hollywood
Patrick Prescott, CDD Director (ex-officio)
Alan Puana, Universal Studios Hollywood
Richard Sandoval, Burbank Airport Marriott, **Vice-Chair**
Michael Swaney, Residence Inn by Marriott, **Treasurer**
Steve Tam, Hilton Garden Inn

Department Key Staff: Mary Hamzoian, Community Development Dept.
Susie Avetisyan, Community Development Dept.
Robin Faulk, Marketing Consultant
Barbara Miller, Administration

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, September 20, 2017.

A. Roll Call

B. CONFERENCE WITH REAL PROPERTY NEGOTIATORS (1 CASE) (GOV. CODE § 54954.5)

The Board held a Closed Session Meeting with legal counsel pursuant to Government Code section 54954.5 to discuss the property negotiations at 200 W Magnolia Blvd.

C. 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.
Board Meeting
Wednesday, September 20, 2017 - 3:30 P.M.

The Burbank Hospitality Association (BHA) Board Meeting was called to order at 3:39 p.m. on Wednesday, September 20, 2017.

A. Roll Call

B. Announcements

The following announcements were made by staff:

1. The Burbank Beer Festival will be held in Downtown Burbank on Saturday, October 21st. Posters are available for all hoteliers.
2. Staff notified the Board that the City Services Agreement between the City of Burbank and BHA has been drafted and the Board will be able to review at the next regularly scheduled meeting.
3. A new airline Mokulele Airlines will begin flying a nine-seater plane from Santa Maria to Burbank twice a day. Ribbon cutting ceremony will be held on October 3rd at 10:00 am.

C. Report Out of Closed Session

According to the BHA's Attorney, Ryan Dunn, there was nothing to report out of closed session.

D. Public Comment

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

E. Response to Public Comment

There were no Board responses to public comments.

F. Approval of Minutes

ACTION ITEM

The meeting minutes of August 9, 2017 were approved as written. Tom Flavin made a motion to approve, second by Lucy Burghdorf. Motion carried 6-0.

G. Treasurer's Report

ACTION ITEM

Due to Mr. Swaney's absence, the Treasurer's Report will be tabled until the next regularly scheduled board meeting.

H. Downtown Burbank Sponsorships

ACTION ITEM

Robin Faulk presented sponsorship proposals for the following Downtown Burbank events:

1. The 2017 Burbank Beer Festival taking place on October 21st in the amount of \$30,000; and
2. The 2017 Winter Wine Walk taking place on November 18th in the amount of \$7,500.

During the 2016 Burbank Beer Festival, a total of 3,000 tickets were sold for the 85 different craft beer tastings and 10,000 attendees enjoyed the free street fair. The BHA sponsored a free shuttle service for hotel guests to take to and from the festival. A total of 10 room nights were generated last year. This year, Downtown Burbank is proposing the same shuttle service with a strong digital marketing presence advertising the event to the drive-time audience, in addition to the cities that fly into the Hollywood Burbank Airport. This is a combined reach of over four million impressions. Two free tickets will also be given to all guests that reserve a hotel room for the night of the festival. Downtown Burbank estimates to increase overnight hotel stays to a total of 35 rooms this year. This sponsorship is valued at \$30,000.

The first Winter Wine Walk event took place in 2016 with 700 tickets sold for the 22 different wine tastings. This year, Downtown Burbank proposed a \$7,500 sponsorship to heavily market the event, again, to the drive-time audience and the cities that fly into the Hollywood Burbank Airport. This campaign is expected to reach over 3.7 million impressions. Similar to the Beer Festival, two free tickets will also be given to all guests that reserve a hotel room for the night of the Winter Wine Walk. Downtown Burbank is estimating 10 hotel room nights as a result.

The BHA was in favor supporting the growth and momentum of these two events. Tom Whelan made a motion to approve, second by James Fitzpatrick. Motion carried 6-0.

I. BHA By-Laws

ACTION ITEM

Mr. Dunn asked if there were any comments or revisions on the final draft of the amended BHA By-Laws that were presented during the August 9th board meeting. The BHA did not have any changes and Ms. Burghdorf made a motion to approve the amended By-Laws, second by Sundeep Vaghashia. Motion carried 6-0.

J. Robin Faulk Marketing Contract Renewal

Mary Hamzoian presented the 2017-2018 Professional Services Agreement for Robin Faulk Marketing, the BHA's current Marketing Consultant. Within this year's scope, Mr. Faulk would transition into the role of a Sales Manager as he attends more trade shows and conventions for sales and lead generation efforts. His ongoing efforts include public relations, editorials, earned media generation, and projects such as the social media influencer campaigns, sweepstakes packages, and Visit California/Brand USA collaborations. Tony Garibian spoke of the added value that Mr. Faulk's expertise adds to the BHA and the amount of time he devotes to BHA. He proposed that Mr. Faulk's contract be considered for approval at an increased rate of \$50,000. Mr. Whalen agreed with all the positive comments and increase in compensation. Mr. Whalen made a motion to approve Mr. Faulk's 2017-2018 agreement in the amount of \$50,000, second by Mr. Fitzpatrick. Motion carried 6-0.

K. Marketing and Design Advisory Committee

ACTION ITEM

Susie Avetisyan presented Resolution 2017-004 to establish an Advisory Committee for reviewing Marketing and Design Agency proposals for Phase III Marketing and Design Efforts. A total of five proposals were received and the Advisory Committee will review proposals, interview qualifying agencies, and present a recommendation to the BHA Board for approval. Three to four board members are needed to comprise the Advisory Committee. Mr. Vaghashia, Mr. Fitzpatrick, Ms. Burghdorf, and Mr. Whelan volunteered. Mr. Garibian made a motion to approve the Advisory Committee with four designees, and second by Mr. Flavin. Motion carried 6-0.

L. BHA Investment Account Resolution

ACTION ITEM

Mr. Garibian presented Resolution 2017-005 to give the BHA Treasurer and Chair authority to establish an investment account and checking account at Golden State Bank for short term investment of assessment funds. Mr. Garibian shared that under full disclosure, he has done business with Golden State Bank in the past and will abstain from the vote. He suggested that the BHA should consider investing approximately \$250,000 in an interest bearing account such as a Certificate of Deposit or Money Market account. He reviewed interest rates from commercial banks including Bank of America, Chase Community Bank, Wells Fargo Bank, Golden State Bank and credit unions such as UME, which is the current financial institution the BHA utilizes. Mr. Garibian stated that Golden State Bank presented the highest interest rates. Ms. Burghdorf asked how long they have been in business, where they are located, and if the BHA would know any of the Golden State Bank's Board of Directors. Mr. Garibian shared that they have been in business for approximately 15 years and the closest branch is located in Glendale, CA, but he was uncertain if the BHA would be familiar with any of their Board Members. In lieu of approving the Resolution at this time, the BHA was in favor of reviewing a spreadsheet detailing different options and interest rate offerings from various banks and credit unions being considered. Staff also suggested to include the City Treasurer's Interest Account in order for the Board to take into consideration the current interest accruing in the BHA holding account with the City. Mr. Flavin made a motion to view the spreadsheet at the next meeting, second by Mr. Fitzpatrick. Motion carried 5-0, with one abstention from Mr. Garibian.

M. Tourism Impact Report

ACTION ITEM

Ms. Hamzoian recommended that the Board consider approving a 2016 Tourism Economic Impact Report to be conducted through Tourism Economics. The recommendation included a not-to-exceed total of \$30,000 for the report. The 2015 Tourism Impact Report that was paid for by the BHA served as a significant report to gauge the impact that Burbank's tourism market had on the local economy. Ms. Hamzoian stressed the importance of continuing to measure the success of the organization and the impact it has on the local economy. The information from the 2015 report has been utilized in the BHA's annual reports and marketing pieces. Given that there was some hesitation to conduct another one-year impact report,

the BHA favored the idea of having Tourism Economics make a presentation to the Board detailing the method of obtaining data. Mr. Garibian made a motion to approve, second by Ms. Burghdorf. Motion carried 6-0.

N. Travel Leaders Group E-Blasts

ACTION ITEM

Ms. Avetisyan presented a quote for e-blasts from Travel Leaders Group (TLG). TLG was first brought to the attention of the BHA when Mr. Garibian and Mr. Faulk attended International Pow Wow. TLG has a network of 40,000 travel agents and represents 30% of all travel booked to Burbank via travel agents. The proposal is priced at \$4,000 per e-blast. TLG boasts a 17% open rate which Mr. Faulk confirmed is good for the industry. Mr. Garibian suggested coordinating enough e-blasts that would include all hotels within the BHA and major attractions. However, in order for hotels to participate, they need to be part of the TLG program for agents to be able to reserve rooms. The Board suggested three e-blasts would be enough to cover all hotels and dates will be selected based on availability. Mr. Garibian made a motion to approve a maximum of three e-blasts, second by Mr. Vaghashia. Motion carried 6-0.

O. Visit Burbank Six-Month Media Plan

ACTION ITEM

Ms. Avetisyan presented a quote from Strausberg Group for \$5,000 to extend their current contract and implement a media buy plan from October 2017 to February 2018. This is ensure that the marketing efforts of the BHA remain in full effect while the BHA continues their request for proposal process for Phase III – Marketing and Design Efforts. Mr. Flavin made a motion to approve, second by Mr. Vaghashia. Motion carried 6-0.

P. Board Approved Expenditures

ACTION ITEM

Ms Avetisyan requested transferring \$100,000 from the holding account to cover pre-approved expenses for the following: consultant expenses in the amount of \$12,400, legal fees in the amount of \$24,000, marketing advertising expenses in the amount of \$30,000, event impact report for The Burbank Comedy Festival in the amount of \$13,000, and travel accommodations for the World Travel Market convention in the amount of 8,000. The remaining \$12,600 will cover on-going expenses as reflected in the financial statements. Mr. Fitzpatrick made a motion to approve, second by Ms. Burghdorf. Motion carried 6-0.

Q. Burbank Chamber of Commerce Rental Agreement

ACTION ITEM

At this time, Mr. Flavin left the meeting room to recuse himself from the rental agreement discussion for office space within the Burbank Chamber of Commerce and Destination Development Update.

Mr. Dunn shared that the Board received comparable market rates and believes the current agreement of \$3 per square foot is fair. The previously quoted \$250 monthly parking charges for two parking spots will now be waived. The agreement also includes the right to terminate after the first year is completed, or extend for up to three years, with an option to renew for another three years. The agreement

is for \$600/month for rental of office space effective from October 1, 2017 through September 30, 2018. It includes a one-time contribution to the Burbank Chamber of Commerce Chairman's Circle Membership for \$5,000 and \$1,000 towards the Chamber's Building Fund. Mr. Garibian asked if approval of this agreement would allow for tenant improvements, and Mr. Dunn stated that those discussions would need to be included on the agenda. A special meeting was suggested to discuss tenant improvements and the purchasing of office furniture. Mr. Fitzpatrick made a motion to approve the contract, second by Mr. Vaghashia. Motion carried 5-0 with one recusal from Mr. Flavin.

R. Destination Development Update

Mr. Garibian shared that the Destination Development Advisory Committee met several times to discuss the visitor center concept and the 'Selfie Spots' concept. Through additional analysis, the visitor center concept to be located within the Burbank Chamber was no longer a viable option due to the large investment needed to renovate the facility. The Advisory Committee was still in favor of the 'Selfie Spots' concept consisting of notable super hero statues strategically placed throughout the city in densely populated locations such as Downtown Burbank and Magnolia Park. The Board was in favor of this option, but costs still need to be determined with the help of the Warner Bros. Studio Tours Hollywood.

S. Future Agenda Items

Ms Avetisyan shared the following future agenda items:

1. Procurement Policy;
2. International Pow Wow 2017 (IPW) update;
3. Special meeting to be scheduled regarding the BHA's office tenant improvements and supplies; and
4. Investment Account Comparisons.

The T-BID will reconvene with the next regularly scheduled Board Meeting on October 12, 2017, location to be determined. The meeting adjourned at 5:25 p.m.

BURBANK HOSPITALITY ASSOCIATION
Special Meeting
Minutes for the Meeting of September 27, 2017 - 3:30 P.M.
Burbank Chamber of Commerce
200 W. Magnolia Blvd.
Burbank, CA 91502

Members Present: Lucy Burghdorf, Hollywood Burbank Airport
James Fitzpatrick, Courtyard by Marriott, **Secretary**
Tom Flavin, Burbank Chamber of Commerce
Tony Garibian, Coast Anabelle and Safari Inn, **Chair**
Danny Kahn, Warner Bros. Studio Tours Hollywood
Alan Puana, Universal Studios Hollywood
Richard Sandoval, Burbank Airport Marriott, **Vice-Chair**
Steve Tam, Hilton Garden Inn
Sundee Vaghashia, Travelodge Burbank-Glendale and
Quality Inn Burbank Airport

Members Absent: Patrick Prescott, CDD Director (ex-officio)
Michael Swaney, Residence Inn by Marriott, **Treasurer**
Tom Whalen, Hotel Amaranco

Department Key Staff: Mary Hamzoian, Community Development Dept.
Susie Avetisyan, Community Development Dept.
Robin Faulk, Marketing Consultant
Barbara Miller, Administration

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

The Burbank Hospitality Association (BHA) Board Special Meeting was called to order at 3:34 p.m. on Wednesday, September 27, 2017.

A. Roll Call

B. Public Comment

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

C. Response to Public Comment

There were no Board responses to public comment.

D. Burbank Chamber of Commerce Tenant Improvement and Supplies

ACTION ITEM

At this time, Danny Khan, Richard Sandoval, and Alan Puana entered the meeting.

The board discussed the following tenant improvements for the new BHA office space located within the Burbank Chamber of Commerce:

1. The purchase of office furniture;
2. The installation of utilities including a phone line and internet connection; and
3. The need to re-paint and re-carpet the office space.

The Board was in favor of conducting said improvements and purchasing the necessary accommodations for the office space. The Board suggested working with the same company that completed the Burbank Chamber's renovations, T & T Construction. This would include re-painting and re-carpeting the BHA's office space to match the Burbank Chamber's current design for a cohesive collaboration. A not-to-exceed amount of \$12,000 was proposed for all improvements and purchases. Tom Flavin volunteered to set up the phone line and internet service with the Burbank Chamber's current network provider, Spectrum Cable, and Lucy Burghdorf volunteered to seek a construction quote from T & T Construction. Mr. Flavin agreed to oversee the management of implementing tenant improvements. Steve Tam made a motion to approve, second by Ms. Burghdorf. Motion passed 8-0 with one recusal from Mr. Flavin.

The T-BID will reconvene with the next regularly scheduled Board Meeting on October 12, 2017, location to be determined. The meeting adjourned at 3:55 p.m.