

Burbank Hospitality Association, Inc.
Meeting Agenda
Wednesday, February 21, 2018 – 3:00 P.M.

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, any gift disclosures, and any other topic related to BHA business.

F. APPROVAL OF MINUTES

ACTION ITEM

The Board will consider approval of the January 11, 2018 meeting minutes.

G. TREASURER'S REPORT

ACTION ITEM

The Board will consider approval of the January 12, 2018 – February 21, 2018 Treasurer's Report.

H. Board Term Renewal

ACTION ITEM

The Board will consider renewing Board Member Alan Puana's term for another two-years.

I. International Pow Wow (IPW) Booth Renderings

ACTION ITEM

Staff will present trade show booth renderings for approval for the 2018 IPW show in partnership with the Hollywood Burbank Airport.

J. Destination Development Update

ACTION ITEM

The Advisory Committee charged with reviewing Destination Development projects will provide an update.

K. Sponsorship Advisory Committee Update

The Advisory Committee charged with reviewing Sponsorship Presentations will provide an update on its procedure moving forward.

L. CalTravel Conference

ACTION ITEM

The Board will consider sending BHA representation to the Cal Travel Conference.

M. Board Approved Expenditures

ACTION ITEM

The Board will consider transferring \$162,000 from the holding account to cover the following pre-approved expenses: consultant expenses in the amount of \$47,000, legal fees in the amount of \$10,000, advertising expenses in the amount of \$65,000, upcoming trade show expenses in the amount of \$25,000 and ongoing administrative expenses in the amount of \$15,000.

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 THURSDAY, MARCH 14, 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
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
Sundee Vaghashia, Travelodge and Quality Inn
Tom Whelan, Hotel Amarano

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 January 11, 2018 - 2:30 P.M.

Residence Inn
321 S. Ikea Way
Burbank, CA 9150

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**
Michael Swaney, Residence Inn by Marriott, **Treasurer**
Tom Whalen, Hotel Amarano

Members Absent: 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**
Steve Tarn, Hilton Garden Inn

Marketing Key Staff: Mary Hamzoian, Economic Development Manager
Susie Avetisyan, Economic Development Analyst

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 Thursday, January 11, 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.
Thursday, January 11, 2018 – 3:00 P.M.

The Burbank Hospitality Association (BHA) Board Meeting was called to order at 3:06 p.m. on Thursday, January 11, 2018.

A. Roll Call

B. Announcements

The following announcements were made by staff:

- Staff shared that the Downtown Burbank Arts Festival is scheduled for April 14 and 15, 2018. This is the 15th year of the festival and will feature both fine artists and animators along San Fernando Blvd. between Magnolia Blvd. and Angeleno Ave.
- The Fiscal Year 2017-2018 BHA Annual Report was presented to City Council on December 12, 2017, where it was approved 4-0.
- The Downtown Burbank Partnership (DBP) will present their 2018 Annual Report for City Council approval in February 2018. A joint meeting between the BHA and DBP is tentatively scheduled for March.
- Lucy Burghdorf shared that the Hollywood Burbank Airport will be publishing a report indicating an 18% increase in passengers over November 2016 and a total of 4.3 million passengers in 2017 through November.
- Tony Garibian shared that the television show 'Lucifer' just wrapped up filming at the Safari Inn.

C. Report Out of Closed Session

According to Mr. Dunn, there was nothing to report out of closed session.

D. Public Comment

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

E. Response to Public Comment

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

F. Board Member Comments

Tom Flavin shared that he attended a meeting along with Susie Avetisyan and Mary Hamzoian with representatives from Visit Concord who were interested in marketing information from Visit Burbank and sharing best practices.

G. Approval of Minutes

ACTION ITEM

The meeting minutes of November 29, 2017 meeting were approved as presented. Mr. Flavin made a motion to approve, second by Ms. Burghdorf. Motion passed 6-0.

H. Treasurer's Report

ACTION ITEM

Michael Swaney presented the Treasurer's Report from November 30, 2017 through January 11, 2018 with income of \$105,267.36 and expenses of \$127,968.96 and total assets on hand of \$791,750.79. James Fitzpatrick made a motion to approve, second by Ms. Burghdorf. Motion carried 6-0.

I. Board Term Renewal

ACTION ITEM

This action item was tabled until the next regularly scheduled meeting due to the fact that Board Member Alan Puana had not yet indicated if he was able to serve another two year term on the BHA.

J. Destination Development Update

Mr. Garibian and the Advisory Committee charged with reviewing Destination Development projects introduced a potential project which would provide ONE Burbank high speed fiber optics internet services to all Burbank hotel guests staying within the district.

Daniel Lippert, Manager Telecommunications and Robert DeLeon, Electrical Service Planner from ONE Burbank were also in attendance to describe services, installation, and customization. The Board was in favor of this potential project. Staff will move forward with acquiring more information from all interested hotels in order to receive a proposal from ONE Burbank for consideration. Under the provisions of the Management District Plan, both the BHA and City of Burbank must come to a mutual agreement before implementing any Destination Development projects. No further action was taken.

K. Familiarization (FAM) Tours

The Board agreed to begin creating a comprehensive calendar to coordinate Familiarization (FAM) Tours with tourism industry agents, tour operators, travel writers, and other sources of lead generation which spotlight Burbank's hotels, points of interest, and tourist attractions. Each hotel will email staff with potential months for tours, type of group, and size of group they prefer.

Mr. Flavin left at 4:00pm after this discussion.

L. 2017 Influencer Campaign and Next Steps

Ms. Hamzoian introduced Chelsea Kawahara and Devon Shulz from Strausberg Group to present the 2017 Social Media Influencer Campaign Wrap Report. Throughout 2017, six different national social media influencers visited Burbank blogging and posting to a combined reach of more than two million impressions. Moving forward for the 2018 campaign, added engagement would include requiring influencer to post across top three social media channels, focus on posting during the time in the city, guidelines for photography, and leveraging Instagram and Snapchat stories.

M. 2018 Trade Show Calendar

ACTION ITEM

Ms. Avetisyan presented the Proposed 2018 Trade Show Calendar with approximate costs associated for travel, registration, and trade show booth. The four different trade shows were as follows: ITB Berlin; Visit California Outlook Forum; International Pow Wow; and World Travel Market. Mr. Whalen moved to approve the 2018 Trade Show and Conference Calendar as presented, second by Mr. Fitzpatrick. Motion approved 5-0.

N. UMe Account Update

Teresa Mackey, the BHA's book-keeper presented an update to the status of the BHA checking account at UMe Federal Credit Union. The following individuals are the only three authorized users on the checking account as approved by the BHA Board: Board Chair, Tony Garibian; Treasurer, Michael Swaney; and Book-Keeper, Mackey Consulting. Moving forward, the Board will discuss if two signatures are needed for all check payments, or if a certain threshold is appropriate.

O. Board Approved Expenditures

ACTION ITEM

Staff requested transferring \$100,000 from the holding account to cover the following pre-approved expenses: consultant expenses in the amount of \$15,000, legal fees in the amount of \$20,000, advertising expenses in the amount of \$15,000, and trade show attendance costs in the amount of \$20,000. The remaining \$30,000 to cover ongoing administrative expenses, overhead expenses and dues. Mr. Whalen moved to transfer \$100,000 from the holding account, second by Mr. Swaney. Motion carried 5-0.

P. Future Agenda Items

The following future agenda items will be brought back:

1. Ms. Hamzoian shared to include an update on the marketing plan by the Strausberg Group.
2. Mr. Garibian shared to include an update on Destination Development, an update from the Sponsorship Presentation Subcommittee, and Board Term renewal for Mr. Puana.

The T-BID will reconvene with the next regularly scheduled Board Meeting tentatively scheduled for February 14, 2018, location to be determined. The meeting adjourned 5:04 p.m.

Burbank Hospitality Association

DRAFT

PROFIT AND LOSS

January 12 - February 21, 2018

	TOTAL
Income	
001 Assessments-City Treasurer	107,213.50
46400 Other Types of Income	
46410 Checking Account Interest	2.69
Total 46400 Other Types of Income	2.69
Total Income	\$107,216.19
GROSS PROFIT	\$107,216.19
Expenses	
62100 Contract Services	
62110 Accounting Fees	360.00
62150 Outside Contract Services	2,000.00
Total 62100 Contract Services	2,360.00
62800 Facilities and Equipment	88.68
62840 Equip Rental and Maintenance	600.00
Total 62800 Facilities and Equipment	688.68
64000 Marketing	
64020 Advertising	5,000.00
64080 Gift Card Promotion	219.80
Total 64000 Marketing	5,219.80
65000 Operations	
65030 Printing and Copying	1,723.54
65040 Supplies	242.12
65050 Telephone, Telecommunications	81.16
65070 Website Maintainance	10,000.00
Total 65000 Operations	12,046.82
65060 Salary Expenses	11,177.50
65100 Other Types of Expenses	
65140 Membership Dues	395.00
65150 Website	140.00
Total 65100 Other Types of Expenses	535.00
68300 Travel and Meetings	
68310 Conference, Convention, Meeting	6,484.10
68320 Travel	907.92
68330 Reimbursement	991.60
Total 68300 Travel and Meetings	8,383.62
License and Permits	25.00
Total Expenses	\$40,436.42
NET OPERATING INCOME	\$66,779.77
NET INCOME	\$66,779.77

Burbank Hospitality Association

BALANCE SHEET

As of February 21, 2018

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	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Checking	59,066.72
City Treasurer	612,732.64
Savings	5.00
Total Bank Accounts	\$671,804.36
Other Current Assets	
005 Market Value Adjustments	-5,298.83
33000 City Treasurer's Investments	3,560.93
Total Other Current Assets	\$ -1,737.90
Total Current Assets	\$670,066.46
Fixed Assets	
15000 Furniture and Equipment	731.68
Total Fixed Assets	\$731.68
TOTAL ASSETS	\$670,798.14
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 Accounts Payable	27,050.00
Total Accounts Payable	\$27,050.00
Other Current Liabilities	
2500 Accrued Expenses	0.00
Total Other Current Liabilities	\$0.00
Total Current Liabilities	\$27,050.00
Total Liabilities	\$27,050.00
Equity	
32000 Unrestricted Net Assets	851,548.59
45273 Salary Holding	0.00
Net Income	-207,800.45
Total Equity	\$643,748.14
TOTAL LIABILITIES AND EQUITY	\$670,798.14