

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

Thursday, January 14, 2015 - 3:00 P.M.

Community Services Building

150 N Third Street Room 101

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.

D. APPROVAL OF MINUTES

ACTION ITEM

E. TREASURER'S REPORT

ACTION ITEM

F. Non-Voting Member Appointment

ACTION ITEM

The Board will vote on the addition of a non-voting member from Universal Studios: Alan Puana, Director of Sales.

G. TBID Renewal Update

Staff from Civitas will present the draft of the Management District Plan to the Board for discussion.

H. Universal Studios Preferred Hotel Program

ACTION ITEM

The Board will consider a marketing proposal from Universal Studios for the Preferred Hotel Partnership Program.

I. Visit Burbank Booking Engine Discussion

Representatives from aRes will present a proposal for a new hotel booking engine for the Visit Burbank website. The Board will also discuss cancelling the existing contract with JackRabbit, the current booking engine provider.

J. Trade Show Sub-Committee Discussion

ACTION ITEM

Staff will facilitate a discussion on the development of a subcommittee to attend trade shows in 2016.

K. Beer Festival Wrap-Up

Staff will present a wrap-up of the 2015 Burbank Beer Festival to the Board.

L. Ongoing Operational Issues

ACTION ITEM

Staff is requesting to transfer \$100,000 to pay for upcoming invoices.

M. Future Agenda Items

Board Members may introduce new items for discussion but no action may take place except to place the item on a future agenda.

**ADJOURNMENT TO THE NEXT MEETING OF THURSDAY, FEBRUARY 11, 2016,
AT 3:00 P.M., LOCATION YET TO BE DETERMINED.**

<u>Burbank Hospitality Association, Inc. Board Members</u>	<u>Key Staff</u>
Lucy Burghdorf, Bob Hope Airport James Fitzpatrick, Courtyard by Marriott, Secretary Tony Garibian, Coast Anabelle and Safari Inn, Vice-Chair Patrick Prescott, Interim Community Development Director Danny Kahn, Warner Bros. Studio Tours Hollywood Richard Sandoval, Burbank Airport Marriott Bernadette Soriano, Springhill Suites Michael Swaney, Residence Inn by Marriott, Treasurer Ryan Thayer, Holiday Inn Burbank Media Center Tom Whelan, Hotel Amarano, Chair	Ruth Davidson- Guerra, Asst. Community Development Director Mary Hamzoian, Economic Development Manager Susie Avetisyan, Economic Development Analyst Marissa Minor, Economic Development Analyst

The BHA Board is comprised of nine members of whom five will be required for a quorum. 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 second or last 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 City's website at www.burbankca.gov. 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 14, 2015 - 3:00 P.M.
Burbank Community Services Building Room 104
150 N Third Street
Burbank, CA 91502

Members Present: Lucy Burghdorf, Burbank Bob Hope Airport
James Fitzpatrick, Courtyard by Marriott, **Secretary**
Tony Garibian, Coast Anabelle and Safari Inn, **Vice-Chair**
Danny Kahn, Warner Bros. Studio Tours Hollywood
Nawar Miri, Holiday Inn Burbank Media Center
Patrick Prescott, Interim CDD Director
Richard Sandoval, Burbank Airport Marriott
Bernadette Soriano, SpringHill Suites
Michael Swaney, Residence Inn by Marriott, **Treasurer**
Tom Whalen, Hotel Amaranos, **Chair**

Members Absent: None

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

The Burbank Hospitality Association (BHA) Board meeting was called to order at 3:05 p.m. on Thursday, January 14, 2016.

A. Roll Call

B. Announcements

Susie Avetisyan announced the following:

1. The FY 2014-15 BHA Annual Report is near completion.
2. The new Visit Burbank website will be launching in February.
3. An advertisement from the new marketing campaign is featured in the 2016 Los Angeles Official Visitor's Guide.
4. Nawar Miri, Director of Operations, is now representing the Holiday Inn Burbank Media Center until a new General Manager is hired.

Mary Hamzoian introduced the following City of Burbank representatives present:

1. Patrick Prescott as the new Interim Community Development Director.
2. Jess Talamantes, Vice-Mayor of Burbank City Council.

C. Public Comment

Due to the presence of multiple members of the public, Ms. Hamzoian suggested everyone go around the table and introduce themselves. The following guests were members of the public:

1. Gina Trechter, Civitas Advisors, Inc.
2. Jess Talamantes, Burbank City Council
3. Nawar Miri, J.P. Allen, Inc.

4. Justin Stratford, aRes Travel
5. Luis Torres, Universal Studios Hollywood
6. Alan Puana, Universal Studios Hollywood

D. Approval of Minutes

ACTION ITEM

The minutes of the November 12, 2015 meeting were approved as written. Richard Sandoval made a motion to approve, second by Tom Whelan; motion carried 7-0.

E. Treasurer's Report

ACTION ITEM

The Treasurer's Report outlining all financial activity through January 8, 2016 was approved. To date, the balance sheet represented assets equaling \$1,200,751.32. Tony Garibian made a motion to approve, second by Mr. Whelan; motion carried 7-0.

F. Non-Voting Member Appointment

The Board voted to appoint Alan Puana, Director of Sales for Universal Studios Hollywood as a non-voting member of the BHA. Danny Khan made a motion to approve, second by Mr. Garibian.

G. T-BID Renewal Update

Gina Trechter, Advisor from Civitas, was present to share information regarding the status of the BHA renewal. Ms. Trechter presented the updated Management District Plan (MDP) highlighting changes from the current MDP in effect. The changes include:

1. Term of the T-BID

The new term will begin on July 1, 2016, as opposed to October 1, 2016. This change will now align with the City's fiscal year, allowing for more streamlined financing and book-keeping. The new term will also be increased from a five-year term to a ten-year term.

2. Addition of Services

The MDP will add a new service and budget category titled 'Destination Development.' This will make up 20% of the budget. Potential projects anticipated are wayfinding signs, infrastructure developments, banner programs, district identification, shuttle service, etc. These developments will act as a citywide benefit, in addition to a tourism benefit.

3. Assessment Rate

The MDP now has the option to increase the current one percent assessment rate to a maximum of three percent in the ten-year term. If during the ten-year term, the Board chooses to decrease the assessment back to one percent, that option is also available.

4. Budget Increase

Given the success of the T-BID, the initial budget for the new term will begin at approximately \$733,000. This number was based off the assessment

revenue of Fiscal Year 2013-2014. Ms. Hamzoian shared that for Fiscal Year 2014-2015, assessments received equaled over \$789,000. That will now be the new benchmark budget figure.

5. **Board Management**

The MDP will now include broader restrictions for becoming a BHA board member. Instead of a set amount of seats representing different category hotels, now the MDP will state that a majority of board members will comprise of hoteliers.

The Board discussed these changes and felt comfortable moving forward with the MDP. Ms. Hamzoian stated that staff will be meeting with the hoteliers not on the Board to solidify their support of the T-BID renewal. She also requested if board members would be able to attend and advocate for the positive influence the T-BID has made in Burbank. The Board has the opportunity to approve the amended MDP under Ongoing Operational Issues.

H. Universal Studios Hollywood Partnership Opportunities ACTION ITEM

Alan Puana, Director of Sales at Universal Studios Hollywood, and Ms. Hamzoian presented information regarding the new Universal Studios Preferred Hotel Program. Mr. Puana was able to extend the offer for all qualifying Burbank hotels to be included in the Preferred Hotel Program. Advantages of this program include: early park admission; inclusion in Universal Studio's marketing and social media campaigns; cross-promotional logo placement; and much more.

The criteria to qualify is two-fold; the hotel must be a current member of the Universal Studios Hotel Partnership Program, and must maintain at least a 3.5 star rating on TripAdvisor or Expedia, and a 7.0 on Booking.com. As a result, 13 Burbank hotels qualify for the Preferred Hotel Program. The annual investment is \$10,000 per hotel every year, payable by the BHA.

The board held some discussion regarding the program. The bookings would be made on the Universal Studios website and purchased through aRes Travel. The program has lots of flexibility to hoteliers and how many rooms they would like to make available to potential Preferred Hotel Program bookings. The number of rooms available can be changed at any time. Given all the potential for added exposure and increased sales, the board was in favor of moving forward with the Preferred Hotel Program. Ms. Hamzoian suggested a not to exceed amount of \$140,000 to include the Hilton Garden Inn once it is open in the summer. Mr. Garibian made a motion to form a partnership with the Preferred Hotel Program, second by Mr. Sandoval. Mr. Khan abstained from voting because Warner Bros. Studio Tours Hollywood is already a partner with Universal Studios Hollywood.

I. Visit Burbank Booking Engine Discussion

Justin Stratford, aRes Travel, presented a proposal for the Visit Burbank hotel booking engine. Unique features include: group packages, promotional codes, airline bookings, attraction bookings, ticket printing, dedicated 800 numbers and website links, and analytical information. The services of aRes will come free of

cost to all hoteliers and aRes will not collect any commission on bookings made through the booking engine. This contract will cost \$10,000 annually, payable by the BHA.

Ms. Hamzoian reminded the Board that the current hotel booking engine is provided by JackRabbit, but JackRabbit has limited capabilities compared to all the customized abilities aRes has. Ms. Hamzoian notified the Board that if they choose to enter into a contract with aRes, the JackRabbit contract would be canceled.

The Board felt favorable to entering into a contract with aRes, especially since a commission free model was now available. The Board has the opportunity to approve the aRes contract under Ongoing Operational Issues.

J. Trade Show Sub-Committee Discussion ACTION ITEM

Ms. Hamzoian presented the suggestion of creating a travel and trade show sub-committee. This suggestion was originally brought up by Mr. Garibian as he felt Visit Burbank needed to have a bigger presence in travel conventions and trade shows. The sub-committee would be in charge of seeking viable travel and trade shows for Visit Burbank to attend and represent. Ms. Hamzoian presented potential trade shows for 2016 for the Board to consider attending. Ms. Hamzoian then asked which board members would be interested in creating the sub-committee. Mr. Garibian, Mr. Sandoval, and Mr. Khan volunteered to participate in the sub-committee. Mr. Sandoval made a motion to approve, second by Mr. Kahn.

K. Beer Festival Wrap-Up

The Board agreed to table this discussion until the February board meeting.

L. Ongoing Operational Issues ACTION ITEM

Ms. Hamzoian requested \$100,000 to be transferred from the BHA Treasurer's Account to the BHA checking account to pay upcoming bills. Mr. Sandoval made a motion for approval, second by Mr. Garibian.

Ms. Hamzoian asked for a motion to approve the amended MDP and move forward with renewal efforts. Mr. Sandoval made a motion for approval, second by Mr. Garibian.

Ms. Hamzoian also asked for a motion to approve the new contract with aRes Travel. Mr. Kahn made a motion for approval, second by Mr. Garibian.

M. Future Agenda Items

Mr. Sandoval suggested presenting a budget spreadsheet to show all expected and reoccurring expenses of the BHA to help in the decision making of new expenses.

At that time, staff will present the following:

- A. A budget spreadsheet presenting all reoccurring expenses

B. Burbank Beer Festival wrap-up

C. Creative Talent Network Animation eXpo wrap-up

The T-BID will reconvene with the next regularly scheduled Board Meeting on February 11, 2016, with a location to be announced. The meeting adjourned at 5:00 pm.