

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

Thursday, February 11, 2015 - 3:00 P.M.

**Residence Inn by Marriott
321 S First Street
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. Burbank Comedy Festival 2016 Sponsorship

ACTION ITEM

Flappers Comedy Club will present sponsorship options for the 2016 Festival.

G. 2016 Budget Spreadsheet

ACTION ITEM

Staff will present a budget spreadsheet for the remainder of Fiscal Year 2015-2016.

H. Event Discussion

Utopia Entertainment will present a potential strategy for the Burbank International Film Festival.

I. Travel and Trade Show Sub-Committee

ACTION ITEM

Staff will present various travel and trade shows which the sub-committee has recommended attending.

J. Ongoing Operational Issues

ACTION ITEM

Staff is requesting to transfer \$60,000 to pay for upcoming invoices.

K. 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, MARCH 10, 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 Danny Kahn, Warner Bros. Studio Tours Hollywood Nawar Miri, Holiday Inn Burbank Media Center Patrick Prescott, Interim Community Development Director Alan Puana, Universal Studios Hollywood Richard Sandoval, Burbank Airport Marriott Bernadette Soriano, Springhill Suites Michael Swaney, Residence Inn by Marriott, Treasurer 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 February 11, 2015 - 3:00 P.M.
Residence Inn by Marriott
321 S First 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**
Patrick Prescott, Interim CDD Director
Richard Sandoval, Burbank Airport Marriott
Tom Whalen, Hotel Amarano, **Chair**

Members Absent: Danny Kahn, Warner Bros. Studio Tours Hollywood
Nawar Miri, Holiday Inn Burbank Media Center
Alan Puana, Universal Studios Hollywood
Bernadette Soriano, SpringHill Suites
Michael Swaney, Residence Inn by Marriott, **Treasurer**

Department Key Staff: Ruth Davidson-Guerra, Community Development Dept.
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, February 11, 2016.

A. Roll Call

B. Announcements

Susie Avetisyan announced the following:

1. The FY 2014-2015 Annual Report and Five Year Review has been finalized and is available for distribution;
2. The Downtown Burbank Arts Festival will be on April 16-17 in Downtown Burbank;
3. The new Visit Burbank website is in the final testing phases and will be launched in the coming weeks; and
4. Renewal petitions will be passed out at the end of the meeting for all hoteliers to sign in support of renewing the T-BID.

C. Public Comment

Ms. Avetisyan introduced Steven Tarn, Area Director of Operations and General Manager for the upcoming Hilton Garden Inn. Mr. Tarn introduced himself and thanked the BHA for welcoming him to the meeting.

D. Approval of Minutes

ACTION ITEM

The minutes of the January 14, 2016 meeting were approved as written. Richard Sandoval made a motion to approve, second by Lucy Burghdorf; motion carried 6-0.

E. Treasurer's Report

ACTION ITEM

The Treasurer's Report was tabled to the March board meeting, since the Treasurer Michael Swaney was absent.

F. Burbank Comedy Festival 2016 Sponsorship

ACTION ITEM

Flappers Comedy Club (Flappers), presented information and sponsorship opportunities for the 2016 Burbank Comedy Festival (Festival). In its second year, the Festival grew 25% in attendance from 2,000 to 2,550. For the 2016 Festival, Flappers is looking to increase attendance and overnight stays by 20%. A total of 40 hotel rooms were booked in 2015 at the Holiday Inn and Springhill Suites, courtesy of hotel packages and the close proximity to Flappers. The \$10,000 sponsorship in 2015 was used towards digital and social media marketing, as well as print and radio ads.

For 2016, Flappers proposed a \$20,000 sponsorship for increased additional marketing efforts to attract more overnight room stays. This will be accomplished by attracting out-of-town comedians and attendees. Flappers also stated they look forward to creating more hotel packages with a wider selection of hotels in Burbank. The Board was very complementary of the success of the Festival and agreed to support them for 2016. Funding would be contingent upon the Boards review of a media plan which specifies targeted digital and social media campaigns the sponsorship dollars would be allocated to. With that condition, Mr. Sandoval made a motion to approve the \$20,000 sponsorship for the 2016 Festival, second by Ms. Burghdorf.

G. 2016 Budget Spreadsheet

ACTION

ITEM

At the request of Mr. Sandoval during the February 11th Board meeting, staff presented a 2016 budget spreadsheet highlighting 2015 expenses, and upcoming expenses and contractual obligations through September 30, 2016. Ms. Avetisyan explained that an updated budget would be presented to the Board after renewal in May, covering the new fiscal year from July 1st to June 30, 2017.

The Board approved the budget spreadsheet after some discussion regarding increases allocated to the administration line item, pending district renewal in July 1st. The current Management District Plan (MDP) allocates 12% of the 15% Administration budget to be used towards staff salaries. The new MDP will allocate 17% of the 20% Administration budget to be used towards staff salary expense. Staff explained that if the Board chose to change the salary allocation once the district was renewed, they could do so in the City Services Agreement. Mr. Sandoval made a motion to approve, second by Ms. Burghdorf.

H. Event Discussion

Norm Kahn from Utopia Entertainment presented an event strategy proposal geared towards enhancing the Burbank International Film Festival (BIFF). The strategy included a three-year schedule with a change in the event date, increases to festival activities, movie screenings, studio involvement, and an awards ceremony. The Board will take a more detailed look at these suggestions when considering sponsorship opportunities for the 2016 BIFF during the March board meeting.

I. Travel and Trade Show Sub-Committee

ACTION ITEM

Ms. Avetisyan presented a schedule and budget for travel and trade shows previously approved by the Travel and Trade Show Sub-Committee, which is made up of Mr. Sandoval, Mr. Garibian, and Danny Khan. The Sub-Committee recommended attending the following trade shows: Visit CA Outlook Forum; NASC Sports Event Symposium; CA Travel Summit; International Pow Wow; and the World Travel Market. The Board was in favor of the Sub-Committee's recommendations. The Board also recommended that staff partner with the WB Studio Tours Hollywood to maximize trade show exposure and engagement where possible. Mr. Garibian made a motion to approve, second by Mr. Sandoval.

J. Ongoing Operational Issues

ACTION ITEM

Ms. Avetisyan requested \$60,000 to be transferred from the BHA Treasurer's Account to the BHA checking account to pay upcoming bills. Mr. Garibian made a motion for approval, second by Mr. Whelan.

Ms. Avetisyan also presented the Board an update on the T-BID renewal efforts. She explained that staff has been trying to get in contact with the hotel properties not represented on the BHA, but the hoteliers have not been very responsive. Staff will continue to email and call hoteliers in regards to scheduling meetings with them to solidify their support of the district renewal with a signed petition.

K. Future Agenda Items

Staff will present the following:

- A. Creative Talent Network Animation eXpo Wrap-Up and Sponsorship
- B. Burbank International Film Festival Sponsorship

The T-BID will reconvene with the next regularly scheduled Board Meeting on March 10, 2016, with a location to be announced. The meeting adjourned at 4:56 pm.