

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

Thursday, July 14, 2016 - 3:00 P.M.

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

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. Marketing Update

Strausberg Group will present a recap of current marketing and website analytics and ROI.

G. Burbank Beer Festival Sponsorship

ACTION ITEM

The Board will consider a sponsorship for the 2016 Burbank Beer Fest scheduled for October 15th.

H. Burbank Hospitality Association City Services Agreement

ACTION ITEM

The Board will discuss changes to the current City Services Agreement to reflect the new term and governance of the BHA effective July 1, 2016.

I. Ongoing Operational Issues

ACTION ITEM

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

J. 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 REGULARLY SCHEDULED MEETING ON
THURSDAY, AUGUST 11, 2016 AT 3:00 PM, LOCATION TO BE DETERMINED.**

| <u>Burbank Hospitality Association, Inc. Board Members</u> | <u>Key Staff</u> |
|---|---|
| Lucy Burghdorf, Hollywood Burbank Airport James Fitzpatrick, Courtyard by Marriott, Secretary Tony Garibian, Coast Anabelle and Safari Inn, Vice-Chair Danny Kahn, Warner Bros. Studio Tours Hollywood Patrick Prescott, 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 | 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 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 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 July 14, 2016 - 3:00 P.M.
Los Angeles Burbank Airport Marriott/ Daily Grill Restaurant
2500 N Hollywood Way
Burbank, CA 91505

Members Present: Lucy Burghdorf, Burbank Bob Hope Airport
Danny Kahn, Warner Bros. Studio Tours Hollywood
Patrick Prescott, CDD Director
Alan Puana, Universal Studios Hollywood
Richard Sandoval, Burbank Airport Marriott
Tom Whalen, Hotel Amarano, **Chair**

Members Absent: James Fitzpatrick, Courtyard by Marriott, **Secretary**
Tony Garibian, Coast Anabelle and Safari Inn, **Vice-Chair**
Bernadette Soriano, SpringHill Suites
Michael Swaney, Residence Inn by Marriott, **Treasurer**

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 3:04 p.m. on Thursday, July 14, 2016.

A. Roll Call

B. Announcements

Susie Avetisyan announced the following:

1. The Downtown Burbank Car Classic event posters are available for hoteliers to display in their respective lobbies.
2. WalMart held their grand opening and ribbon cutting ceremony on June 22nd.
3. WoodRanch Grill held their ribbon cutting ceremony on June 30th in Downtown Burbank.
4. The Visit Burbank website has been translated to every language available via Google Translations.

Mary Hamzoian announced that AC Hotels has submitted plans to open a 198 room boutique hotel at the corner of Third Street and Cypress Avenue in Downtown Burbank. The hotel must first undergo a Conditional Use Permit with the City.

Danny Khan announced that the 'Hop On, Hop Off' shuttle service has included the Warner Bros. Studio Tours Hollywood as a shuttle stop for tourists in addition to its regular stops at Hollywood and Highland, Universal Studios

Hollywood, and the Hollywood Bowl. This shuttle service begins on July 15, 2016.

Lucy Burghdorf announced that the Hollywood Burbank Airport (Airport) has certified its Environmental Impact Report regarding the Airport's 14 gate replacement terminal project. Burbank Planning Board approved the project on July 7th with a vote of 5-0 and Burbank City Council will vote on the project during the July 25th City Council meeting. An approval from City Council would then result in a second reading on August 1st which will then place this project on the November 1, 2016 ballot for the citizens of Burbank to vote on the 14 gate replacement terminal project.

C. Public Comment

Michelle Freedman, Director of Sales for the Coast Anabelle Hotel, was present in Tony Garibian's absence.

D. Approval of Minutes

ACTION ITEM

The minutes of the June 9th board meeting were approved as written. Ms. Burghdorf made a motion to approve, second by Mr. Khan; motion carried 6-0.

E. Treasurer's Report

ACTION ITEM

The Treasurer's Report was tabled until the September meeting, due to Michael Swaney's absence.

F. Marketing Update

Strausberg Group presented a six month recap of the digital marketing campaign from January to June 2016, in addition to website analytics and visitor information. The recap also included accomplishments to date such as the successful completion of the new website, visitor guide, concierge map, ad campaign, and trade show booth.

From January to June 2016, the six month period showed 81,800 website visits, which was a 47 percent increase compared to the same period last year. The number of pages per visit decreased from 3.89 to 1.90 since the new website is more streamlined with direct links and more details per page. A total of 43,301 of the 81,800 visitors were directed to the website as a result of the paid advertisement campaign. The Ares booking engine generated over 3,000 hotel page views and over 7,000 attraction and package views. The promotional video has been viewed over 467,000 times with a 75 percent completion rate, which is higher than industry average.

Moving forward into the third quarter, Strausberg Group will revise the advertising creatives and messaging as necessary. They will also be creating an alternate homepage to use as a testing mechanism to determine which homepage has better engagement with website visitors and make enhancements as necessary. The next phase of marketing efforts will also focus on increasing the number of hotel and package bookings completed through Ares as a measure of ROI.

The Board was complementary towards Strausberg and their marketing and design efforts to date. The Board was also supportive with Strausberg's plans for the upcoming marketing efforts.

G. Burbank Beer Festival Sponsorship ACTION ITEM

Marissa Minor presented a sponsorship opportunity for the 2016 Burbank Beer Festival scheduled for October 15, 2016 in Downtown Burbank. The 2015 festival attracted over 2,800 visitors and staff is anticipating an increase in attendance as the event continues to gain awareness. A proposed sponsorship of \$30,000 (in line with the 2015 sponsorship) would be used for the following:

- Marketing the event to the drive-time audience in San Diego, Ventura, and Santa Barbara County to attract overnight visitors;
- Event shuttle service to and from the event to all Burbank hotels for convenient and safe guest pick-up and drop-off; and
- E-newsletter and social media inclusions promoting overnight stays to over 70,000 recipients.

The Board felt this event was a success in 2015, which attracted visitors from across the US and transported 200 guests with the use of the shuttle service. The Board was again in favor of this sponsorship with the intent of increasing overnight visitation from the drive market, as well as growing the event. Richard Sandoval made a motion to approve, second by Ms. Burghdorf.

H. Burbank Hospitality Association City Services Agreement ACTION ITEM

Ms. Hamzoian presented changes to the current City Services Agreement between the BHA and the City of Burbank to reflect the new 10 year term. The notable changes throughout the document were to account for the new term dates of the renewed district and increase the salary reimbursement percentage payable to the City on a monthly basis. Per the new Management District Plan, an approved rate of 17 percent will be reimbursed to the City for staffing services, effective July 1, 2016. This Agreement will be presented for City Council approval on August 9, 2016. Mr. Sandoval made a motion to approve, second by Mr. Whelan.

I. 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. Khan made a motion for approval, second by Mr. Sandoval.

Ms. Avetisyan suggested a 'get well soon' gesture to be sent to Mr. Garibian from the BHA in light of his recent knee surgery. An Edible Arrangements delivery was recommended. Mr. Sandoval made a motion to approve, second by Ms. Burghdorf.

J. Future Agenda Items

1. Detailed information on the three final sporting events for the BHA's consideration.
2. Analytics from the Dallas, TX and Southwest Airlines marketing promotion.
3. A recap of the International Pow Wow 2016 conference.
4. Analytics of the Universal Studios Hollywood Preferred Hotel Partnership Program.

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