

**Burbank Hospitality Association, Inc.
Closed Session Meeting Agenda
Wednesday, November 29, 2017 - 2:30 P.M.**

**Courtyard by Marriott
2100 W Empire Ave.
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, November 29, 2017 – 3:00 P.M.**

**Courtyard by Marriott
2100 W Empire Ave.
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 October 25, 2017 meeting minutes.

- G. TREASURER'S REPORT** **ACTION ITEM**
The Board will consider approval of the August 10 – November 29, 2017 Treasurer's Report.
- H. 2018 Universal Studios Preferred Hotel Partnership Program** **ACTION ITEM**
The Board will consider renewing the Universal Studios Preferred Hotel Partnership Program for 2018.
- I. Golden State Bank Investment Account** **ACTION ITEM**
The Board will determine a starting date and financial allocation(s) for its investment and checking accounts at Golden State Bank.
- J. Board Term Renewal** **ACTION ITEM**
The Board will consider renewing Board Member Richard Sandoval for another two-year term.
- K. Phase 3: Marketing & Design RFP Consideration** **ACTION ITEM**
The Marketing and Design Advisory Committee charged with reviewing RFP's will present their recommendation to the BHA Board.
- L. Sponsorship Presentation Sub-Committee** **ACTION ITEM**
The Board will consider approving Resolution 2017-006 establishing a sub-committee to develop a strategy to narrow sponsorship proposals that come before the full board.
- M. Agenda Selection Policy** **ACTION ITEM**
The Board will consider approving Policy 005 – Meeting Agenda Policy implementing the selection and approval procedure of upcoming agenda items.
- N. BHA Procurement Policy** **ACTION ITEM**
The Board will consider approving Policy 006 – The BHA Procurement Policy. This will detail large purchases, purchase orders, and bidding procedures.
- O. Community Development Director Status** **ACTION ITEM**
The Board will consider changing the Community Development Director's Board Member status from Voting Board Member to Ex-Officio.
- P. Website and Social Media Campaign Update**
Staff will present updated website and social media analytics.
- Q. Board Approved Expenditures** **ACTION ITEM**
1. The Board will consider transferring \$80,000 from the holding account to cover the following pre-approved expenses: consultant expenses in the amount of \$17,000; legal fees in the amount of \$10,000; advertising expenses in the amount of \$28,000; membership expenses in the amount of \$2,000; office rent and utilities in the amount of \$1,000; administrative staffing expenses in the

amount of \$2,000; and travel and meal reimbursements for World Travel Market in the amount of \$4,000. The remaining \$16,000 will cover on-going expenses. For a list of additional operational expenses, please see attached financial statements.

2. Depending on the outcome of the motion for item H (2018 Universal Studios Preferred Hotel Program), the BHA will consider transferring up to \$200,000 to pay for the Program, if the Program is approved for renewal.
3. Depending on the outcome of the motion for item I (Golden State Bank Investment Account), the BHA will consider transferring funds to the new accounts at Golden State Bank, if the transfers are approved.

R. 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, DECEMBER 14, 2017 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
Sundeep Vaghashia, Travelodge and Quality Inn
Tom Whelan, Hotel Amaranco

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 October 25, 2017 - 2:00 P.M.
Los Angeles Marriott Burbank Airport
2500 N Hollywood Way
Burbank, CA 91505

Members Present: James Fitzpatrick, Courtyard by Marriott, **Secretary**
Tom Flavin, Burbank Chamber of Commerce
Tony Garibian, Coast Anabelle and Safari Inn, **Chair**
Richard Sandoval, Burbank Airport Marriott, **Vice-Chair**
Steve Tarn, Hilton Garden Inn
Sundee Vaghashia, Travelodge Burbank-Glendale and
Quality Inn Burbank Airport
Tom Whalen, Hotel Amaranco

Members Absent: Lucy Burghdorf, Hollywood Burbank Airport
Danny Kahn, Warner Bros. Studio Tours Hollywood
Patrick Prescott, CDD Director (ex-officio)
Alan Puana, Universal Studios Hollywood
Michael Swaney, Residence Inn by Marriott, **Treasurer**

Department Key Staff: Mary Hamzoian, Community Development Dept.
Susie Avetisyan, Community Development Dept.
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 2:00 p.m. on Wednesday, October 25, 2017.

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.
Producer Room A and B
Wednesday, October 25, 2017 - 2:30 P.M.

The Burbank Hospitality Association (BHA) Board Meeting was called to order at 2:44 p.m. on Wednesday, October 25, 2017.

A. Roll Call

B. Announcements

The following announcements were made by staff:

1. The Burbank Chamber of Commerce hosted the State of the City event today at the Los Angeles Marriott Convention Center. Staff distributed extra hard copies of the Fiscal Year 16-17 Economic Development Annual Report.
2. The second annual Winter Wine Walk will be held on November 18, 2017 from 4-7pm on San Fernando Blvd. Approximately 30 business will be participating in this event with wine and beer tastings and San Fernando Blvd. will be closed from Magnolia Blvd. to Angeleno Ave.
3. The Planning Board met on Monday, October 23rd and approved the AC Hotel on 550 N Third St., 5-0. Barring any appeals, groundbreaking should be anticipated for 2018.
- 4.

C. Report Out of Closed Session

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

D. Public Comment

Ms. Cynthia Suttle, owner of College Nannies and Tutors, attended the meeting to introduce herself and her new local business to the BHA. The company provides nanny, tutor, and sitter services as well as backup childcare services to fortune 500 companies and their employees. They also offer childcare services to individual hotel guests or groups, such as wedding parties.

E. Response to Public Comment

Mr. Garibian inquired about her location which is near John Burroughs High School on Verdugo Blvd. In response to Mr. Sandoval's question about rates; Ms Suttle shared that her rates vary between \$24-26/hour, however she stated that her organization takes care of her employee's payroll, taxes, and insurance. Board members agreed it was a great concept for the community.

F. Approval of Minutes

ACTION ITEM

The meeting minutes of September 20, 2017 and September 27, 2017 were approved as written. Mr. Tarn made a motion to approve, second by Mr. Flavin. Motion carried 7-0.

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. Holiday in the Park Sponsorship Presentation

ACTION ITEM

Ashley Erikson, Founder and President of the Magnolia Park Merchants Association presented a sponsorship proposal in the amount of \$15,000 for the annual Holiday in the Park event scheduled on November 17, 2017. Sponsorship funding will be used to assist with street closure costs, magazine advertising in magazines, social media ads on Facebook, the Magnolia Blvd. overpass banner, fliers for local businesses, holiday décor, and event sandwich boards. They offered the Visit Burbank logo on advertising, sandwich boards and t-shirts in exchange for the sponsorship. In 2015, approximately 5000 people attended, and in 2016 with the street closed, an estimated 15,000 people attended. To date no hotel night bookings can be quantified as the event is largely geared towards the local community. The Association is estimating 20,000 people for attendance in 2017 with Staycation messaging if they obtain this sponsorship with targeting LA Weekly and Facebook ads.

The Board agreed to postpone a vote until the next presentation was completed.

I. Dragonfest Expo Sponsorship

ACTION ITEM

Michael Matsuda, President of the Martial Arts History Museum, presented a sponsorship proposal in the amount of \$40,000 for Dragonfest Expo scheduled for August 2018. Dragonfest is the largest martial arts convention on the West Coast with celebrities, martial arts stars, vendors and exhibitors. In the four years the Martial Arts History has produced the Expo attendance has increased from 500 to 2,000 visitors. Records of the 2017 Expo specified that they received a 20 room block from the Los Angeles Airport Marriott Hotel which was successfully fulfilled. This year's Expo was expanded to a two-day event which attracted 20 people. The goal is to have 500 people attend the second day event next year. This year's event was hosted at the Burbank Marriott Convention Center where the 2018 is also slated to be held. Mr. Matsuda emphasized that the convention attendees preferred to stay on site and eat and drink at the convention center's bars and restaurants. Board members indicated that the current event date was less attractive to the hoteliers already experiencing peak occupancy during the summer months and asked if the Expo's date was flexible. Mr. Matsuda indicated that as long as the convention was held two weeks or more after Comic Con in San Diego he was flexible.

After the presentations the Board discussed the lack of home room nights generated during Holiday in the Park event. Given that it is largely a local community event, a proper return on investment cannot be calculated. Mr. Tarn made a motion to not move forward with a sponsorship to the Holiday in the Park event at this time, second by Mr. Garibian. Motion carried 6-1, with one opposition from Sundeep Vaghashia.

Regarding the Dragonfest Expo proposal, Mr. Sandoval indicated that Mr. Matsuda under estimated his number of hotel room nights generated as it was closer to 70 room nights. The Board indicated that the proposed event dates in August were not very desirable to the hoteliers but agreed that with a date change, DragonFest might have a potential to grow as an annual event. Mr. Tarn made a motion to ask

Mr. Matsuda to return to discuss the proposal and event details with a date change at the January BHA board meeting, seconded by Mr. Whelan. Motion carried 7-0.

The Board then questioned how proposals come to the Board for consideration. Staff explained that interested parties are requested to fill out the Sponsorship Application while they emphasize that the BHA strongly looks at return of investment to be generated in the form of room nights. The board thought refining the procedure to include either a minimum number of room nights generated, potential room nights to be generated, or BHA conducting special meetings dedicated to sponsorship proposals might be the best approach going forward. Mr. Dunn recommended to agendize the topic for the next scheduled board meeting.

J. Burbank Comedy Festival Economic Impact Results

Michael Montgomery of Hunden Strategic Partners was teleconferenced in to present the economic impact results of the 2017 Burbank Comedy Festival. BHA supported the festival with a \$20,000 sponsorship. Approximately 200 of the 2500 attendees of the festival were surveyed to generate the impact results report. Approximately 75% indicated they were from the Greater Los Angeles area and it was their first time attending the Comedy Festival. Additionally, most surveyed replied that they stayed in their own residence while attending the festival with 31% indicated they stayed in hotel or rented lodging. Of those staying in Burbank, slightly more than half stayed at a sponsored hotel. Based on the survey results, HSP estimated 951 new room nights in Burbank during the festival. As a sponsoring hotel of the Comedy Festival, Mr. Tarn shared that approximately 50 hotel room nights were generated. The Board was not in agreement of how the 951 room nights were calculated but could not validate actual room night figures at the moment.

K. Amended and Restated Agreement for Services Administering the TBID with the City of Burbank ACTION ITEM

Mr. Dunn reported that the City of Burbank will be amending the current Services Agreement in effect between the City of Burbank and the Tourism Business Improvement District (T-BID). Mr. Dunn has shared the final agreement with the legal subcommittee who was in support of the overall agreement. The item is scheduled to be considered for approval by City Council. Amending the agreement with the following changes will be the final step from the Burbank City Attorney's Office recommendations approved by City Council dating back to December 20, 2016.

1. The term of the agreement will change from a ten year agreement to a three year agreement.

2. The City Staff salary contribution percentage will decrease from 17% for Marketing and Administrative Management to 12.75% for solely Marketing Management.
3. The T-BID is prohibited from making any political contributions, and
4. Remove the Community Development Director as a voting Board Member into an ex-officio Board Member.

Mr. Dunn recommended the BHA clarify the Community Development Department (CDD) Director's official role and capacity on the BHA board. The Board stated that they would still appreciate feedback and guidance from the City of Burbank and expressed concern regarding how to receive that feedback if the City representation is removed from the BHA Board make-up. Mr. Flavin suggested including the phrase 'CDD Director or his/her designee' in section 3.6 to still allow for non-voting, consistent representation from the City. The Board was in agreement with this addition. Mr. Flavin made a motion to approve, seconded by Mr. Tarn. Motion carried 7-0.

Mr. Flavin left after this action item at 4:25pm.

L. UMe Federal Credit Union Checking Account Representatives
ACTION ITEM

Ms. Avetisyan stated that in order to add Teresa Mackey as an authorized user of the BHA checking account at UMe Federal Credit Union, UMe required proper documentation on file stating all Board Members approved authorized users. Mr. Tarn made a motion to approve Board Chair Tony Garibian, Board Treasurer Michael Swaney, and BHA Bookkeeper Teresa Mackey as authorized account holders of the BHA checking and savings account at UMe Federal Credit Union, second by Mr. Whelan. Motion carried 6-0.

M. BHA 2016 Tax Returns

Ms. Avetisyan presented the BHA 2016 tax returns for review. Mr. Dunn indicated that the BHA's Fair and Political Practices Commission counsel reviewed the returns along with the accountants to ensure proper forms was filled out that disclosed political donations. Mr. Whelan made a motion to approve the 2016 BHA tax returns as presented, second by Mr. Vagashian. Motion carried 6-0.

N. BHA Travel and Reimbursement Policy

Ms. Avetisyan presented a draft Travel and Reimbursement Policy for review. As a whole the board felt that this travel policy did not accurately depict hotel and airfare rates for high demand travel dates associated with meetings/conventions, nor see the need for this type of policy as a necessity for the operations for the BHA. Mr. Tarn made a motion to defer the Travel and Reimbursement Policy for a future discussion, seconded by Mr. Garibian. Motion carried 6-0.

O. BHA Procurement Policy

ACTION ITEM

Mr. Dunn introduced the draft Procurement Policy to establish a method for purchasing routine expenses. The Board was in support of creating this Policy, but suggested reviewing the details with the legal subcommittee prior to a formal Board approval. Mr. Sandoval made a motion to defer to the legal subcommittee to review and refine the draft Procurement Policy, second by Mr. Vargashia. Motion carried 6-0.

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

Ms. Avetisyan shared the proposed Resolution #005 - authorizing the right to establish a short-term investment and checking account. Ms. Avetisyan also presented a spreadsheet that was requested from the September 20, 2017 Board meeting comparing 13 different financial institutions including the Burbank City Treasurer's Investment Account where the BHA's assessment revenue is currently collected. The spreadsheet included a breakdown of where the Burbank City Treasurer invests the General Fund dollars, which includes the T-BID's assessment revenue. While the City's investment funds yield the highest return, the BHA's was still willing to open a short-term Certificate of Deposit (CD) account at Golden State Bank, which yielded the highest negotiated interest rate among the remaining 12 financial institutions. Mr. Dunn specified that by approving Resolution #005. The BHA is approving the right to establish an investment account, but can determine at a later date in time, if and when the Board would like to move forward with opening said investment account. The board agreed to determine the opening date and total to be invested at the next regularly scheduled board meeting. Mr. Tarn moved to authorize establishing a short-term investment account with convenient access at Golden State Bank, seconded by Mr. Vargashia. Motion passed 5-0, with Mr. Garibian abstaining as a Board Advisor to Golden State Bank.

Mr. Tarn left after this action at 4:40pm.

Q. International Pow Wow (IPW) 2018 Update
ACTION ITEM

Ms. Avetisyan presented a \$1000 quote to begin renderings for a conceptual design for the Visit Burbank/Hollywood Burbank Airport/Warner Bros. Studio Tours Hollywood combined booth development for the 2018 IPW conference. The BHA agreed that a joint presentation would result in a much more enhanced presence, however it would be ideal to have the three organizations be presented as one seamless booth, not disjointed with faux walls or incongruous art. Mr. Garibian indicated that Warner Bros. would be interested in pursuing a joint booth, under the condition that it follows their design theme developed by Warner Bros. Mr. Sandoval made a motion to approve a not-to-exceed of \$1500 for joint booth rendering designs with the Hollywood Burbank Airport or up to \$5000 if Warner Bros would like to partake in the renderings with their designers, second by Mr. Fitzpatrick. Motion carried 5-0.

R. Board Approved Expenditures
ACTION ITEM

Staff requested 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. Mr. Sandoval made a motion to approve, second by Mr. Whelan. Motion carried 5-0.

S. Future Agenda Items

Ms. Avetisyan shared the following future agenda items:

- Sponsorship Application Subcommittee
- Universal Studios Preferred Hotel Program Partnership
- Agenda Selection Policy
- Changing the Community Development Director's position on the BHA
- Investment account transfer

Ms. Avetisyan suggested postponing the November meeting to a later date to avoid upcoming scheduling conflicts. The majority of the BHA indicated the last week of November would be a suitable time. The T-BID will reconvene with the next Board Meeting scheduled to take place at the end of November 2017, location to be determined. The meeting adjourned 5:02 p.m.

BURBANK HOSPITALITY ASSOCIATION BOARD MEETING
Minutes for the Meeting of November 29, 2017 - 2:30 P.M.
Courtyard by Marriott
2100 W Empire Ave
Burbank, CA 91505

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**
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**
Sundeep Vaghashia, Travelodge Burbank-Glendale and
Quality Inn Burbank Airport

Members Absent: Danny Kahn, Warner Bros. Studio Tours Hollywood
Steve Tarn, Hilton Garden Inn
Tom Whalen, Hotel Amaranio

Department Key Staff: Mary Hamzoian, Community Development Dept.
Susie Avetisyan, Community Development Dept.
Barbara Miller, Administration
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 Wednesday, November 29, 2017.

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.
Wednesday, November 29, 2017 – 3:00 P.M.

The Burbank Hospitality Association (BHA) Board Meeting was called to order at 3:06 p.m. on Wednesday, November 29, 2017.

A. Roll Call

B. Announcements

The following announcements were made by staff:

1. The Downtown Burbank Ice Rink will be open from December 14th through January 7th. Posters are available for anyone interested in displaying them.
2. At the November 7th City Council meeting, the revised City Services Agreement between the City of Burbank and the BHA was approved.
3. Staff will present the Fiscal Year 2016-2017 BHA Annual Report for approval at the December 12th City Council meeting.
4. Staff attended the 9th Annual Creative Talent Network ribbon cutting ceremony on November 17th
5. The Winter Wine Walk event took place on November 18th and sold out 1,600 tickets. The event producer's survey indicated over 100 room bookings and 22 hotel rooms booked through the Visit Burbank website.

C. Report Out of Closed Session

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

D. Public Comment

Mr. Garibian introduced and welcomed Teresa Mackey, the newly hired BHA Bookkeeper, to the Board.

E. Response to Public Comment

The Board welcomed Ms. Mackey.

Mr. Garibian announced to table agenda item I indefinitely.

F. Approval of Minutes

ACTION ITEM

The meeting minutes of October 25, 2017 meeting were approved with the following revisions. Item **N**, Mr. Tarn's motion was to *suspend* discussion of a Travel and Reimbursement Policy, not defer to a further discussion. Item **P**, Mr. Garibian is not a Board Advisor to Golden State Bank, he is on an advisory council, and that while the City Treasurer's investment funds yield the highest return on investment it is not comparing apples to apples when the other financial institutions are presenting interest rates for Certificates of Deposit. Mr. Vargashia made a motion to approve, second by Mr. Swaney. Motion carried 7-0, with one abstention from Ms. Burghdorf.

G. Treasurer's Report

ACTION ITEM

Mr. Swaney presented the Treasurer's Report from July 1 through November 29, 2017. Total income of \$471,685.51 and total expenses of \$458,460.66 leaves a net operating income of \$40,775.15. In an effort to save meeting time and printing costs, moving forward, Mr. Garibian requested to only include the Profit & Loss Statement and the Balance Sheet in future agenda packets Motion to accept the report by Mr. Flavin and second by Ms. Burghdorf. Motion carried 8-0.

H. 2018 Universal Studios Preferred Hotel Partnership Program ACTION ITEM

Alan Puana presented the analytical data for Burbank hotel performance in the 2017 Preferred Hotel Partnership Program (PHPP). To date the ten hotels participating have generated over \$1.4 million in sales and over 7,000 room nights. The Board was in favor of entering into an agreement for the 2018 program, and agreed to fund \$200,000 for all ten participating hotels to be featured as top tier hotels. Staff will also review participation standards to determine if the remaining eight hotels in the district qualify based on a minimum 3.5 stars hotel rating via Trip Advisor, Expedia and Booking.com. Ms. Burghdorf motioned to approve, seconded by Mr. Sandoval. Motion carried 6-0 with two abstentions from Mr. Puana and Mr. Swaney.

Mr. Sandoval left at 4:00pm after this action item.

I. Golden State Bank Investment Account

Due to Mr. Garibian's request, this agenda item was tabled indefinitely.

J. Board Term Renewal

ACTION ITEM

Mr. Flavin motioned to approved renewing Board Member Mr. Sandoval for another two-year term, seconded by Ms. Burghdorf. Motion carried 7-0.

K. Phase 3: Marketing and Design RFP

Ms. Hamzoian announced that after reviewing five proposals and interviewing three agencies, the Advisory Committee held a final interview panel prior to this Board meeting to finalize a recommendation to the Board for approval. The Advisory Committee elected to continue working with Strausberg Group, the BHA's current marketing and design agency, as they remained the strongest candidate. Mr. Fitzpatrick moved to select Strausberg Group as the BHA's marketing firm. Seconded by Ms. Burghdorf. Motion carried 7-0.

L. Sponsorship Presentation Subcommittee

As requested from the October 25th Board meeting, Mr. Dunn presented Resolution 2017-006, establishing an Ad-hoc Advisory Committee to develop a strategy of reviewing sponsorship proposals that will be presented to the full BHA Board for consideration. The following board members volunteer to be on the committee; Mr. Swaney, Mr. Fitzpatrick and Mr. Garibian. Mr. Flavin moved to approve, seconded by Mr. Vagashia. Motion carried 7-0.

M. Agenda Selection Policy

ACTION ITEM

Mr. Dunn presented Policy 005, establishing a protocol for placing, continuing, or removing agenda items for discussion on all implementing the selection and approval of agenda items at all meetings moving forward. Mr. Flavin moved to approve, seconded by Ms. Burghdorf. Motion carried 7-0.

N. BHA Procurement Policy

ACTION ITEM

Mr. Dunn introduced the revised BHA Procurement Policy with two major changes from the version presented at the October 25th Board Meeting. Section 3 adds that reimbursement be completed within 30 days after the request is submitted. Section 8B clarifies that any gifts or compensation received by Board members must be disclosed for transparency purposes. Mr. Flavin moved to approve the revised Procurement Policy, second by Ms. Burghdorf. Motion carried 7-0.

O. Community Development Director Status

ACTION ITEM

Mr. Dunn reminded the Board that although Patrick Prescott had resigned from the BHA Board as a voting Board Member, a formal board approval was needed to amend Mr. Prescott's status from Board member to Ex-Officio. The BHA still values the input from a City of Burbank representative. While Mr. Prescott may still participate in Board discussions, he does not have voting privileges or count towards a quorum. Mr. Flavin moved to approve the Community Development Director's status as Ex-Officio, seconded by Ms. Burghdorf. Motion carried 7-0.

P. Website and Social Media Campaign Update

Ms. Hamzoian introduced Chelsea Kawahara and Dan Matthews from Strausberg Group to present an updated website and social media analytics campaign recap from July – October 2017. Website visits increased to more than 105,000 views, up 120% from the same period last year. While the number of website visits increased, the number of new visitors decreased by 5%. This indicates that more visitors of the website are frequent users, rather than new. From July 2017, the digital advertising campaign reached more than 90 million impressions which generated 47,300 website visits. Plans for moving forward include updating security measures on the website and presented strategic plans for the 2018 marketing campaign.

Q. Board Approved Expenditures

ACTION ITEM

Staff requested transferring \$200,000 for the Universal Studios Preferred Hotel Partnership Program and \$100,000 from the holding account to cover the following pre-approved expenses: consultant expenses in the amount of \$17,000, legal fees in the amount of \$10,000, advertising expenses in the amount of \$28,000, membership expenses in the amount of \$2,000, office rent and utilities in the amount of \$1,000, administrative staffing expenses in the amount of \$2,000, travel and meal reimbursement for World Travel Market in the amount of \$4,000, \$20,000 for any new hotels that meet the criteria to become Universal Studios Preferred Hotel Partnership Program participants, and \$16,000 for ongoing expenses. Mr. Garibian moved to transfer \$300,000 from the holding account, seconded by Mr. Fitzpatrick. Motion carried 7-0.

Mr. Flavin left after this action at 4:42pm.

R. Future Agenda Items

Mr. Garibian shared to include a Destination Development update at the next Board Meeting.

Due to the upcoming holiday vacation scheduling conflicts the next regularly scheduled Board Meeting of December 14th is pending cancellation if there is no urgent business to discuss. The T-BID will reconvene with the next regularly scheduled Board Meeting tentatively scheduled for January 11, 2018, location to be determined. The meeting adjourned 4:55 p.m.

DRAFT