

Burbank Hospitality Association, Inc.
Meeting Agenda
Thursday, September 13, 2018 – 10:00 A.M.
Courtyard by Marriott
2100 Empire Ave. Burbank, CA 91504

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 and any gift disclosures.

F. APPROVAL OF MINUTES

ACTION ITEM

The Board will consider approval of the August 27, 2018 meeting minutes.

G. TREASURER'S REPORT

The Board will consider approval of the July 1, 2018 – to August 31, 2018 Treasurer's Report.

H. Universal Studios Hollywood 2019 Preferred Partnership Program

ACTION ITEM

Representatives from Universal Studios Parks and Resort Vacations will make a presentation to the Board regarding the 2019 Program changes. The Board will consider approval of participation in the USH 2019 Preferred Partnership Program.

Staff Recommendation: Review and approve the Universal Studios 2019 Preferred Partnership Program in accordance with the approved FY 2018-19 budget allocation of \$150,000.

I. International Trade Berlin/ International Pow Wow Update

Staff will present an update from attending both conventions to include direct sales efforts and initiatives that have been established.

J. Board Approved Expenditures

ACTION ITEM

The Board will consider transferring \$50,000 from the holding account to cover the following pre-approved expenses: consultant expenses in the amount of \$16,000,

legal fees in the amount of \$5,000, advertising expenses in the amount of \$20,000, and ongoing administrative expenses in the amount of \$9,000.

K. 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 WEDNESDAY, OCTOBER 10, 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
Julio Flores, Hilton Garden Inn
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**
Sundeep Vaghashia, Travelodge and Quality Inn
Tom Whelan, Hotel Amaranó

Marketing Key Staff

Simone McFarland, Asst. Community Development Director
Mary Hamzoian, Economic Development Manager
Marissa Minor, 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 TD
D with questions or concerns.

BURBANK HOSPITALITY ASSOCIATION BOARD MEETING
Minutes for the Meeting of August 27, 2018 – 3:00 P.M.
Hilton Garden Inn 401 S San Fernando Blvd. Burbank, CA 91502

Members Present: Lucy Burghdorf, Hollywood Burbank Airport James Fitzpatrick, Courtyard by Marriott, Secretary Julio Flores, Hilton Garden Inn Tom Flavin, Burbank Chamber of Commerce Tony Garibian, Coast Anabelle and Safari Inn, Chair Danny Kahn, Warner Bros. Studio Tours Hollywood Richard Sandoval, Burbank Airport Marriott, Vice-Chair Tom Whelan, Hotel Amaranco

Members Absent: Alan Puana, Universal Studios Hollywood Patrick Prescott, Community Development Director Michael Swaney, Residence Inn by Marriott, Treasurer Sundeep Vagashia, Travelodge and Quality Inn Marketing Key Staff: Mary Hamzoian, Economic Development Manager Robin Faulk, Consultant 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 Monday, August 27, 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. Monday, August 27, 2018 – 3:00 P.M.

The Burbank Hospitality Association (BHA) Board Meeting was called to order at 3:06 p.m. on Monday, August 27, 2018.

A. Roll Call

B. Announcements The following announcements were made by staff: Susie Avetisyan is no longer with the Community Development Department and has taken a position with Library Services. Marissa Minor will take her place regarding BHA matters. The State of the City Luncheon will be held on Wednesday, October 3, 2018 at the Los Angeles Burbank Airport Marriott. The Burbank comedy Festival wrapped up on August 18th. Staff will be bringing an update to the Board regarding this BHA sponsored event.

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

D. Response to Public Comment As there were no members of the public present, there was no response.

E. Board Member Comments □ Lucy Burghdorf announced that in June the Hollywood Burbank Airport had 450,025 passengers, and a total of 2,595,910 passengers from January through June. The Hollywood Burbank Airport is projecting to host 5,000,000 passengers by the end of 2018. □ Jet Blue will begin both a new daytime Burbank to JFK/NY flight, and a new route to Boston on September 4th. □ Southwest will begin a new route to Chicago Midway on November 5th. □ Tony Garibian announced that the Safari Inn was recently a film location for an episode of Lethal Weapon. The Safari Inn anticipates additional filming from the Lethal Weapon series in the future. □ Mr. Garibian also noted that he has inquired with representatives from Jet Blue on behalf of Visit Burbank to gather passenger statistics regarding the Burbank Hollywood Airport.

F. Approval of Minutes ACTION ITEM The meeting minutes of July 11, 2018 were approved as presented. Mr. Flavin made a motion to approve, seconded by Mr. Whalen; motion carried 8-0.

G. Treasurer's Report Due to Mr. Swaney's absence, the Treasurer's report was tabled until the next regularly scheduled BHA Board Meeting.

H. BHA 2017 Tax Returns ACTION ITEM The Board reviewed the draft 2017 Tax Returns for approval. Ms. Mackey noted that the CPA was currently preparing the January 2018 through June 2018 tax return to mirror the operating year going forward. Mr. Flavin moved to approve the 2017 tax returns, seconded by Ms. Burghdorf; motion carried 8-0.

I. BHA Administrative Staffing Contract Renewal ACTION ITEM The Board considered approval of the amended Service Agreements between the BHA and Barbara Miller for Administrative Support Services and the BHA and Teresa Mackey for Bookkeeping and Financial Services for a one-year term renewal through September 2019. Richard Sandoval made a motion to approve, seconded by Lucy Burghdorf; motion carried 8-0.

J. Board Renewals ACTION ITEM The Board considered renewals for current members Tony Garibian, James Fitzpatrick, Michael Swaney, Lucy Burghdorf, and Tom Whelan each for a twoyear term of service to expire on October 1, 2020. Danny Kahn made a motion to approve renewal, seconded by Richard Sandoval; motion carried 8-0

K. Vice Chair Position ACTION ITEM The Board considered nominations for the Vice Chair position of the Executive Committee. Tom Whelan motioned to have Richard Sandoval continue in his current capacity as Vice Chair, seconded by Lucy Burghdorf; motion carried 7-0 with Mr. Sandoval abstaining. L. Strausberg Group Website and Marketing Update Devon Schulz, Dan Matthews, and Ashley Cherry from Strausberg Group presented web analytics and marketing campaign updates from January 2018through June 2018 to the Board. Strausberg Group reported

that website impressions increased year-over-year by 3.29% while organic website search has increased 32.54% due to ongoing SEO efforts and the addition of new content. The Visit Burbank Newsletter database currently has over 1,500 members with an average open rate of 17-18% (above the industry standard of 16%). Facebook is up to 29,092 followers (+2.9% from previous 6 months), and Instagram is at 1,847 followers (+22.4% from previous 6 months).

M. New Airline Attraction Incentive Packages Guidelines ACTION ITEM Ms. Hamzoian presented an Airline Attraction Incentive Program with marketing materials to be used in negotiations with airlines regarding promotion of new airlines and/or new routes into Hollywood Burbank Airport. These materials also include guidelines to assist the Board in determining fund allocation and collaborative campaign opportunities. Mr. Flavin requested Counsel's opinion on such an expenditure, and counsel (Mr. Dunn) noted that expenditures such as those discussed were in line with the mission of the BHA. Mr. Flavin motioned to approve the Airline Attraction Incentive Program Guidelines, seconded by Mr. Flores; motion carried 6-0 with Ms. Burghdorf and Mr. Sandoval abstaining. Mr. Sandoval left at 4:15pm

N. Jet Blue: Boston Route Consideration ACTION ITEM Ms. Hamzoian presented a proposal to allocate \$50,000 for marketing to Jet Blue for their new route to Boston launching in September in accordance with the approved Airline Incentives Packages Guidelines (Item M). Mr. Kahn motioned to approve an allocation not to exceed \$50,000, seconded by Mr. Whalen; motion carried 6-0 with Ms. Burghdorf abstaining.

Mr. Kahn left at 4:45pm

O. CTN eXpo Additional Marketing Opportunities ACTION ITEM Ms. Hamzoian presented the updated recommendations to the Board for the 'Paint the Town CTNX' city-wide marketing campaign in advance of the 2018 Creative Talent Network Animation eXpo in November 2018. Marketing items recommended include elevator wraps, light projections, airport digital and print advertising, social media marketing, and extended onsite police services at the CTN eXpo event. Mr. Flavin motioned to approve the recommended marketing items with a not to exceed amount of \$35,000, seconded by Ms. Burghdorf; motion carried 5-0.

P. Destination Development: ONE Burbank Cost Clarification ACTION ITEM Ms. Hamzoian reviewed the costs and services from BWP for the ONE Burbank Fiber Optic network installation as part of the BHA's Destination Development Program. Staff recommended that perspective BHA hotels be responsible for any cost associated with installation and/or removal of the ONE Burbank Fiber Services and the BHA be responsible only for monthly service costs associated with the program. Mr. Flores made a motion to direct Counsel to clarify the terms and conditions in the existing contract between the BHA and BWP to align with staff's recommendation, seconded by Ms. Burghdorf; motion carried 5-0.

Mr. Whalen left at 4:50pm

Q. International Trade Berlin/International Pow Wow Update Due to a lack of quorum at this time, this item was tabled to a future meeting.

R. Board Approved Expenditures

ACTION ITEM Staff requested transferring \$135,000 from the holding account to cover the following pre-approved expenses: airline incentive attraction package of \$50,000, additional city-wide marketing opportunities for CTN eXpo in the amount of \$35,000, consultant expenses in the amount of \$16,000, legal fees in the amount of \$5,000, advertising expenses in the amount of \$20,000, and ongoing administrative expenses of \$9,000. Mr. Fitzpatrick moved to transfer \$135,000 from the holding account, seconded by Ms. Burghdorf; motion carried 5-0.

S. Future Agenda Items

The following are future agenda items: Sponsorship Follow-up

The T-BID will reconvene with the next regularly scheduled Board Meeting tentatively scheduled for September 13, 2018, location to be determined. The meeting adjourned at 5:08 p.m.