

**Burbank Hospitality Association, Inc.**  
**Meeting Agenda**  
**January 28, 2019 3:00 PM**  
**Burbank Airport Marriott**  
**2500 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 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 December 17, 2018 meeting minutes.

*Recommendation: Staff recommends approval.*

**G. TREASURER'S REPORT**

The Treasurer will present a financial report from December 1 - 31, 2018.

**H. Acceptance of 2016-2017 Audit Review**

**ACTION ITEM**

The Board will consider acceptance of the 2016-2017 Audit.

*Recommendation: Staff recommends the Board approve the comprehensive audit.*

**I. FAM Tour Discussion and Transfer of Destination Development Funds **ACTION ITEM****

Staff will present a FAM Tour opportunity from Brazil for Hotelbeds.com in the amount of \$12,000. Approving the FAM Tour would require a transfer of funds from the Destination Development budget to the Marketing Budget in the amount of \$16,523 or 5%.

*Recommendation: Staff recommends transferring 5% of Destination Development funds to the marketing budget to pay for the cost of the FAM tour.*

**J. Event Sponsorship Wrap-Up**  
Staff will present updates to the Board on the outcomes of the Downtown Beer Festival and the Winter Wine Walk as 2018 Visit Burbank sponsored events. An update on ARES bookings for all 2018 events will also be provided.

**K. Board Approved Expenditures ACTION ITEM**  
The Board will consider transferring \$50,000 or (\$62,000 should the FAM tour item be approved) 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.

*Recommendation: Staff recommends the Board approve a transfer of \$50,000.*

**L. 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 MONDAY, FEBRUARY 25, 2019 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 Amaranano

**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, Bookkeeping

The BHA Board is comprised of 11 voting members. Regular meetings are held monthly the second Monday of the month unless that is a City holiday. In that case, the Board will meet the first or third Monday. 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](http://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 December 17, 2018 – 3:00 P.M.**  
**Residence Inn**  
**321 S Ikea Way**  
**Burbank, CA 91502**

Members Present: Lucy Burghdorf, Hollywood Burbank Airport  
Tony Garibian, Coast Anabelle and Safari Inn, **Chair**  
James Fitzpatrick, Courtyard by Marriott, **Secretary**  
Tom Flavin, Burbank Chamber of Commerce  
Julio Flores, Hilton Garden Inn  
Michael Swaney, Residence Inn, **Treasurer**

Members Absent: Danny Kahn, Warner Bros. Studios Tours  
Patrick Prescott, Community Development Director  
Alan Puana, Universal Studios Hollywood  
Richard Sandoval, Burbank Airport Marriott, **Vice-Chair**  
Sundeep Vagashia, Travelodge and Quality Inn  
Tom Whelan, Hotel Amarano

Marketing Key Staff: Simone McFarland, Ass't Community Development Director  
Mary Hamzoian, Economic Development Manager  
Marissa Minor, Economic Development Analyst

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 Meeting was called to order at 3:05 p.m. on Monday, December 17, 2018.

**A. Roll Call**

**B. Announcements**

- Staff distributed posters for the Ice Rink open in Downtown Burbank through January 6, 2019.
- Staff announced the opening and anticipated opening of many new restaurant and retail spaces in Burbank including Shake Shack, H&M, Round 1 Entertainment, Bob's Furniture, Orange Theory, Spectrum Retail, and Le Pain Quotidien.
- Staff reported the AC Hotel site is scheduled for demolition in 2019 with an opening in 2020. The Airport Marriott is considering submitting plans to build two new towers on their property.

**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.

*Mr. Fitzpatrick arrived at 3:08pm.*

**E. Board Member Comments**

- Lucy Burghdorf reported Southwest Airlines will be debuting a nonstop route to Nashville in June 2019, Delta will begin servicing Atlanta twice daily beginning in July 2019, and American Airlines begins their nonstop route to Dallas in April 2019.
- Tony Garibian reported that he attended the Downtown Beer Festival in October. He remarked that the size of the crowd was impressive as the event was going up against the Dodgers appearing in the World Series.
- Mr. Garibian is continuing ongoing conversations with airline representatives regarding new route incentives and marketing opportunities.
- Tom Flavin announced the Better Burbank Corporation focusing on Economic Development will have its first board meeting on January 29, 2019.

**F. Approval of Minutes**

**ACTION ITEM**

The meeting minutes of October 8, 2018, meeting were approved. Michael Swaney made a motion to approve, second by Lucy Burghdorf; motion carried 6-0.

**G. Treasurer's Report**

Mr. Swaney reported that as of November 30, 2018, the BHA had income of \$276,776.56 and expenses totaling \$104,175.55 with an on-hand balance of \$772,422.70.

**H. Website Redesign Update**

The Strausberg Group presented an overview of updated design and functionality changes to the visitburbank.com website. The design includes more details and more searchability with the ability to build your travel itinerary.

**I. Event Sponsorship Wrap-Up**

• **DragonFest**

Founder Michael Matsuda reported an increase of 1,000 spectators to a record attendance of 3,000 attendants. With an event location change from the Airport Marriott to Pickwick Gardens, this year's visitors stayed at a variety of Burbank hotels instead of concentrating at the Airport Marriott. Surveys indicate that a minimum of 50 room nights can be attributed to out-of-state and international guests at Burbank hotels, with projections as high as 150. The organizers plan to add an additional day to the convention next year making it a three-day event, thus increasing the potential room nights.

• **Burbank Comedy Festival**

Organizer Josh Snyder reported a modest attendance growth of 4% for the event primarily coming from students and those interested in becoming professional comedians

to 3150 attendees. Although only being able to confirm 34 room nights at Hilton Garden Inn, the festival estimates 150 room nights booked as 77% of attendees were from outside the LA area and 10% were from out of state. Future plans include doubling the number of venues and increase attendance to 15,000 people.

- **CTNeXpo 2018**

Event producers Tina Price and Sunny Smith, reported that the 10th Anniversary of the 5-day event attracted 10,000 guests. Surveys indicate that 42% of attendees stayed in local hotels with an estimated 7,500 room nights booked. Future plans include expanding the number of days of the event, hosting spotlight events at Burbank hotels with guest artists, and partnering with Visit Burbank for special hotel guest amenities like the shuttle service.

*Ms. Burghdorf left at 4:45pm.*

**J. Board Approved Expenditures**

**ACTION ITEM**

Staff requested 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. James Fitzpatrick moved transfer of \$50,000 from the holding account, seconded by Michael Swaney motion carried 6-0.

**K. Future Agenda Items**

The following are future agenda items: Beer Festival and Wine Walk Wrap Up, Audit, ARES

*The T-BID will reconvene at the next Board Meeting tentatively scheduled for January 28, 2019, location to be determined. The meeting adjourned at 5:33 p.m.*