

Burbank Hospitality Association, Inc.
Meeting Agenda
June 17, 2019 3:00 PM
200 W Magnolia
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 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 draft April 15, 2019 meeting minutes.

Staff Recommendation: Approval of minutes as presented.

G. TREASURER'S REPORT

The Treasurer will present a financial report from April 2019.

H. Destination Development – DC Comics Art Installation

ACTION ITEM

The Board will review a Term-Sheet License Agreement between the BHA and DC Comics for the fabrication, installation and maintenance of a bronze Batman monument.

Staff Recommendation: Approve the BHA proposal to enter into an Agreement with DC Comics for the fabrication, installation and ongoing maintenance of a Batman monument statue for a not to exceed amount of approximately \$100,000.

I. Destination Travel Network Addendum Terms and Conditions

ACTION ITEM

The Board will consider approving an addendum outlining advertising standards for the previously approved contract for website advertising on visitburbank.com.

Staff Recommendation: Approval of the contract addendum as presented.

- J. ONE Burbank Services ACTION ITEM**
The Board will consider allocating supplementary funding to ONE Burbank monthly services budget to cover the cost associated with an additional account for the Ramada Inn. The cost will increase from \$8,410 to \$8,510 monthly.

Staff Recommendation: Approval additional ONE Burbank service funding for the Ramada Inn.

- K. BHA Media Strategy FY 19/20 ACTION ITEM**
Strausberg Group will present the FY 19/20 Media Plan for the Board's review.

Staff Recommendation: Review and approve the FY 19/20 Media Plan.

- L. BHA Proposed Annual Budget FY 19/20 ACTION ITEM**
The Board will review and approve the FY 19/20 budget.

Staff Recommendation: Review and approve the FY 19/20 proposed budget.

- M. Board Approved Expenditures ACTION ITEM**
The Board will consider transferring \$300,000 (or \$400,000 if Item H on the agenda is approved) from the holding account to cover the following pre-approved expenses: consultant expenses in the amount of \$30,000, legal and accounting fees in the amount of \$50,000, advertising expenses in the amount of \$20,000, sponsorship expenditures in the amount of \$170,000, and ongoing administrative expenses in the amount of \$30,000. For a list of additional operational expenses please see attached financial statements.

Recommendation: Staff recommends the Board approve a transfer of \$300,000 or \$400,000 in funding if Item H is approved.

- N. 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.

- O. Adjournment**
The next regular meeting is tentatively scheduled for Monday, July 15, 2019 at 3:00 PM, location to be determined.

Burbank Hospitality Association, Inc. Board Members

Tony Garibian, Coast Anabelle and Safari Inn, **Chair**
Danny Kahn, Warner Bros. Studio Tours Hollywood **Vice-Chair**
Sundeeep Vaghashia, Travelodge and Quality Inn, **Secretary**
Michael Swaney, Residence Inn by Marriott, **Treasurer**
Lucy Burghdorf, Hollywood Burbank Airport
Tom Flavin, Burbank Chamber of Commerce
Julio Flores, Hilton Garden Inn
Adrian Pastrana, Quality Inn
Patrick Prescott, Community Development Director (ex-officio)
Alan Puana, Universal Studios Hollywood
Richard Sandoval, Burbank Airport Marriott (non-voting)
Alan Tate, Burbank Airport Marriott
Tom Whelan, Hotel Amarano

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 day is a City holiday. The BHA Board's primary function is to conduct business for marketing and advertising the City of Burbank as a first-rate tourist and convention destination.

The agenda packet consists of documentation relating to agenda items on file at the Visit Burbank offices at: 200 W Magnolia Boulevard, Burbank, CA 91502 during normal business hours and will be posted online 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.