

**Burbank Hospitality Association, Inc.**  
**Meeting Agenda**  
**October 16, 2019 3:00 PM**  
**Coast Anabelle Hotel**  
**2011 W Olive Ave., Burbank, CA 91506**

**A. Roll Call**

**B. Announcements**

**C. Public Comment**

At this time, any person may address the Board on any matter related to the BHA. 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/or report any gift disclosures.

**F. Approval of Minutes**

**ACTION ITEM**

The Board will consider approval of the September 23, 2019, meeting minutes.

*Recommendation: Staff recommends approval.*

**G. Treasurer's Report**

The Treasurer will present a financial report from September 1-30, 2019.

**H. ONE Burbank**

**ACTION ITEM**

Staff will present an update on ONE Burbank services including: current hotels enrolled, bandwidth usage, and potential changes to gigabyte allocation. In order to accommodate additional hotel connections to ONE Burbank, staff will propose consideration of restructuring the bandwidth allocation to cover additional hotels without increasing the current gigabyte limit and monthly cost.

*Recommendation: Staff recommends the Board review the ONE Burbank usage report, and consider restructuring ONE Burbank bandwidth allocation to accommodate for additional hotels within the current bandwidth allocation.*

**I. Universal Studios Hollywood Preferred Hotel Partnership Program Update**

**ACTION ITEM**

Staff will discuss changes to the Universal Studios Hollywood Partner Hotel Agreement, including the amendment to extend the Agreement from January 2020 to July 2020, to compensate for the delay in launching the marketing campaign associated with the program and the removal of Early Park Admission.

*Recommendation: Discuss the significance of extending the agreement to July 2020.*

**J. Destination Development - China Ready ACTION ITEM**

Staff will provide a presentation and comparison on China Ready services provided by three vendors. China Ready is a destination development initiative to enhance the Chinese visitor experience in Burbank. China Ready services will assist Burbank hoteliers with training tailored to meet the large influx of Chinese tourism.

*Recommendation: Staff recommends selecting a vendor for China Ready services.*

**K. Treasurer Appointment ACTION ITEM**

With the resignation of Michael Swaney, the Board will seek to nominate and elect a Board Member to hold the position of Treasurer.

*Recommendation: Staff recommends that the Board consider approval of any interested Board member to the vacant position of Treasurer.*

**L. New Board Member Applications ACTION ITEM**

The Board is asked to allow staff to actively recruit a new Board Member to replace Michael Swaney.

*Recommendation: Allow staff to recruit for a new Board Member position to replace Michael Swaney.*

**M. Board Approved Expenditures ACTION ITEM**

The Board will consider transferring \$215,000 from the holding account to cover the following pre-approved expenses: consultant expenses of \$30,000, legal fees of \$10,000, marketing fees of \$60,000, destination development fees of \$100,000, and ongoing administrative expenses in the amount of \$15,000.

*Recommendation: Staff recommends the Board approve a transfer of \$215,000.*

**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.

**Burbank Hospitality Association, Inc. Board Members**

Tony Garibian, Coast Anabelle and Safari Inn, **Chair**  
Danny Kahn, Warner Bros. Studio Tours, **Vice-Chair**  
Sundeeep Vaghashia, Travelodge, **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  
Erika De Leon, Economic Development Analyst  
Marissa Minor, Economic Development Analyst  
Robin Faulk, Marketing Consultant

**Administrative Key Staff**

Barbara Miller, Administration and Records  
Teresa Mackey, Bookkeeping

**ADJOURNMENT TO THE NEXT REGULARLY SCHEDULED MEETING, TENTATIVELY SCHEDULED ON WEDNESDAY, NOVEMBER 20, 2019 AT 3:00 PM, LOCATION TO BE DETERMINED.**

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 September 23, 2019 3:00 PM**  
**Burbank Chamber of Commerce**  
**200 W Magnolia Blvd, Burbank, CA 91502**

- Members Present: Danny Kahn, Warner Bros Studio Tours, **Vice-Chair**  
Michael Swaney, Residence Inn, **Treasurer**  
Lucy Burghdorf, Hollywood Burbank Airport  
Tom Flavin, Burbank Chamber of Commerce  
Adrian Pastrana, Quality Inn  
Alan Puana, Universal Studios Hollywood (arrived 3:25 pm)  
Alan Tate, Burbank Airport Marriott (arrived 3:28 pm)  
Tom Whelan, Hotel Amaranio
- Members Absent: Tony Garibian, Coast Anabelle and Safari Inn, **Chair**  
Sundeep Vaghashia, Travelodge and Quality Inn, **Secretary**  
Julio Flores, Hilton Garden Inn  
Patrick Prescott, Community Development Director (ex-officio)  
Richard Sandoval, Burbank Airport Marriott, (non-voting)
- Marketing Key Staff: Mary Hamzoian, Economic Development Manager  
Erika De Leon, Economic Development Analyst  
Robin Faulk, Marketing Consultant
- Administrative Staff: Teresa Mackey, Bookkeeping
- 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, September 23, 2019.

**A. Roll Call:** There was a quorum.

**B. Announcements**

Staff announced the following:

- **Burbank Winter Wine Walk:** Saturday, November 16th from 12pm to 8pm. Tickets are now on sale for the Wine Tasting portion of the event, and a new logo to match up with Downtown's new branding efforts is forthcoming. This year's event will again feature live entertainment, a VIP tasting area, a free holiday street fair, and 'snowfall' from the main stage from 7pm – 8pm.
- **The State of the City Address:** Wednesday, October 23rd at 11:30am at the Burbank Airport Marriott. If you would like to attend on behalf of the Association, please RSVP to staff to reserve your complimentary ticket.
- **Tentative Avion Ground Breaking:** Wednesday, October 9 10am. The Chamber of Commerce will be sending out a formal invitation to this event

- Tom Whelan introduced Jeannette Vasquez, new Director of Sales & Marketing at Hotel Amarano to the BHA Board.
- Lucy Burghdorf, Hollywood Burbank Airport, provided the July 2019 Hollywood Burbank Airport numbers:
  - 541,942 passengers for July 2019. Up 18.96% from July 2018 and up 10.66% for year to date. They expect around the same number of passengers for August 2019.
- Michael Swaney, Residence Inn, announced his retirement effective November 1, 2019. He will also be resigning as BHA Treasurer.

**C. Public Comment**

There was no public comment.

**D. Response to Public Comment**

There was no response.

**E. Board Member Comments**

**F. Approval of Minutes**

**ACTION ITEM**

The meeting minutes of August 19, 2019 were approved as presented. Tom Flavin made a motion for approval, seconded by Michael Swaney; motion carried 6-0.

**G. Treasurer's Report**

Treasurer Michael Swaney gave the treasurer's report, noting total income of \$111,404.71 and total expenses of \$440,762.15 for the period July 2019 to June 2020, leaving a negative balance on hand of \$329,357.44.

**H. LaTerra SELECT BURBANK**

**ACTION ITEM**

Hunter Weaver from the proposed LaTerra SELECT BURBANK provided an update on the progress of the project and requested a letter of support. The mixed-use project features 573 residential units and a 300 key hotel, 27,800 square feet of open space and aims for LEED Certification.

The proposed project also includes a brand-new elevator providing pedestrian accessibility to the Magnolia Boulevard and Burbank Boulevard bridges for residents and Metrolink users. Furthermore, the proposed hotel will be a mix of 60% select service and 40% extended stay. This project will also add the much needed housing inventory to Downtown while providing 5% of the 12,000 unit goal approved by City Council's for the next 15 years. The transit-oriented development will include new bike paths creating a more livable, walkable neighborhood. LaTerra SELLECT will be going to the Burbank Planning Board for approval on October 28<sup>th</sup> and is scheduled to go to City Council on December 10<sup>th</sup>. Patrick Prescott, CDD Director, was not in attendance and did not participate in the discussion nor vote.

The Board discussed the proposed project and the benefits it would provide to the visitors of Burbank. Tom Flavin made a motion to provide a letter of support on behalf of the Association for the project, seconded by Michael Swaney; and the motion carried 8-0.

**I. Dragonfest Sponsorship Debrief**

Michael Matsuda, founder and president of the Martial Arts History Museum, provided the Board with a Dragonfest Martial Arts Expo update, which occurred August 16-18, 2019. Mr. Matsuda received 3,200 spectators, an increase of 200 people. Based on survey completed, 69 hotel nights were booked at Burbank hotels.

**J. Universal Studios Hollywood Preferred Hotel Partnership Program Update**

**ACTION ITEM**

Staff discussed the Universal Studios Hollywood Partner Hotel Agreement, including the amendment to extend the Agreement from January 2020 to July 2020, to compensate for the delay in launching the marketing campaign associated with the program and the removal of Early Park Admission. The Board decided to table the item in order to get further clarification from Christopher Martin on changes presented in the amendment.

**K. IPW Wrap-Up and Fam Tour Debrief**

Staff provided an update to the Board on the June 1-5, 2019, International Pow Wow (IPW) Trade Show Convention as well as FAM Tours for 2019.

**L. Destination Development Project Update**

Staff provided an update to the Board on the status of the Destination Development project – Batman statue. AMC has agreed to move forward with the installation of the Batman statue at the AMC walkway. Staff is currently working on finalizing the agreement with AMC and DC Comics. Thereafter, fabrication of the statue will begin.

**M. Board Meeting Schedule**

**ACTION ITEM**

The Board discussed changing the meeting day and time to accommodate everyone's schedule. Tom Flavin made a motion to move the meetings to Wednesday at 3 pm, seconded by Alan Tate; and the motion carried 8-0.

**N. Board Approved Expenditures**

**ACTION ITEM**

Staff requested transferring \$135,000 from the holding account to cover the following pre-approved expenses: consultant expenses of \$16,000, legal fees of \$8,000, sponsorship funding of \$38,000, marketing fees of \$42,000, and ongoing administrative expenses in the amount of \$31,000. Tom Flavin made a motion to transfer \$135,000 from the holding account, second by Tom Whelan; motion carried 8-0.

**O. Future Agenda Items**

The following are future agenda items:

- ONE Burbank
- Marketing Update
- China Ready
- New BHA member appointment and Treasurer

**P. Adjournment**

The T-BID will reconvene at the next Board Meeting tentatively scheduled for Wednesday, October 16, 2019, location to be determined. The meeting adjourned at 4:25 p.m.