

**Burbank Hospitality Association, Inc.**  
**Meeting Agenda**  
**November 13, 2019 at 3:00 PM**  
**LA Marriott Burbank Airport Hotel, 2500 N Hollywood Way, Burbank,**  
**CA 91505**

**A. Roll Call**

**B. Announcements**

**C. Public Comment**

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**

Any Board Member can respond to comments made by the public.

**E. Board Member Comments**

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 October 16, 2019, meeting minutes.

**Recommendation: Staff recommends approval.**

**G. Treasurer's Report**

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

**H. Destination Development - China Ready**

**ACTION ITEM**

China Luxury Advisors will provide a presentation on services offered to be "China Ready." 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 tourists coming to Los Angeles.

**Recommendation: Staff recommends selecting China Luxury Advisors to commence China Ready services.**

**I. Amended and Restated Agreement for Services Administering the TBID with the City of Burbank**

**ACTION ITEM**

The Board will review the Amended Services Agreement between the BHA and the City of Burbank to be presented to Burbank City Council on November 19, 2019. The current City Services Agreement expires

in 2020. The new agreement will extend the term to 2026 and provides additional clarifying terms. The agreement will be provided at meeting.

**Recommendation:** Review and approve the changes presented in the Amended and Restated 2019 Agreement.

**J. Termination of Miller Employment Contract and Chamber Lease Pending City Agreement                      ACTION ITEM**

The Board will consider termination of the lease of BHA's space at the Burbank Chamber of Commerce along with terminating the contract with Barbara Miller for administrative services, as requested in the Amended and Restated Agreement, to take effect if the Amended and Restated Agreement is approved by City Council on November 19th.

**Recommendation:** Authorize the Board's legal counsel to terminate the leased space and contract for administrative services contingent upon the approval of the Amended and Restated Agreement by City Council on November 19th.

**K. Chair Authority to Implement the Changes to the Amended and Restated Agreement                      ACTION ITEM**

Give authority to the Chair to execute the: (1) sale and transfer of existing FF&E located at the Burbank Chamber of Commerce office, (2) negotiation for a new location for bookkeeping services, and (3) purchase of a PO Box address, contingent upon approval of the Amended and Restated Agreement by City Council on November 19th.

**L. Hotel Amarano Renovations**

Staff from the Hotel Amarano will provide a presentation to the Board on the refresh of the lobby, restaurant and rooms.

**Recommendation:** Note and file.

**M. Winter Wine Walk Sponsorship                      ACTION ITEM**

Discuss the Winter Wine Walk sponsorship requirements and status on room blocks. Sponsorship level approved is \$7,500 contingent on 100 hotel room nights, and additional \$7,500 contingent on 200 room night block. The event coordinator has not been successful in achieving the sponsorship requirement at this time.

**Recommendation:** Determine if \$7,500 sponsorship will be granted with less than 100 room nights booked.

**N. Treasurer Appointment and Extend Board Member Applications Deadline                      ACTION ITEM**

With the resignation of Julio Flores, the Board will seek to nominate

and elect a Board Member to hold the position of Treasurer. Staff will continue to actively recruit for two Board Member vacancies to replace Michael Swaney and Julio Flores.

Recommendation: (1) Nomination and appointment of Treasurer.  
(2) Extension of Board Member recruitment.

**O. Board Approved Expenditures** **ACTION ITEM**  
The Board will consider transferring \$135,000 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, potential Winter Wine Walk sponsorship of \$7,500, influencer campaigns of \$8,000, FAM tours of \$2,500, and ongoing administrative expenses in the amount of \$17,000.

Recommendation: Staff recommends the Board approve a transfer of \$135,000.

**P. 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  
Sundeep Vaghashia, Travelodge, Secretary  
Julio Flores, Hilton Garden Inn, Treasurer  
Lucy Burghdorf, Hollywood Burbank Airport  
Tom Flavin, Burbank Chamber of Commerce  
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, DECEMBER 18, 2019  
AT 3:00 PM, LOCATION TO BE DETERMINED.**

**BURBANK HOSPITALITY ASSOCIATION BOARD MEETING**  
**Minutes for the Meeting of October 16, 2019**  
**Coast Anabelle Hotel – 2011 W Olive Ave., Burbank, CA 91506**

Members Present: Tony Garibian, Coast Anabelle and Safari Inn, Chair  
Sundeep 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  
Tom Whelan, Hotel Amaranio

Members Absent: Danny Kahn, Warner Bros. Studio Tours, **Vice-Chair**  
Alan Puana, Universal Studios Hollywood  
Alan Tate, Burbank Airport Marriott  
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: Barbara Miller, Administration and Records  
Teresa Mackey, Bookkeeping

General Counsel: Ryan Dunn, Colantuono, Highsmith & Whatley, PC

The Burbank Hospitality Association (BHA) Board Meeting was called to order at 3:07 p.m. on Wednesday, October 16, 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, 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 event is free and open to the public and the tasting portion of the event is ticketed and for 21 and over.
- **The State of the City Address:** Wednesday, October 23rd at 11:30am at the Burbank Airport Marriott.
- **Avion Burbank Ground Breaking:** Held on Wednesday, October 9. Thank you to those who attended!

- **Batman Statue update:** Still working with AMC and waiting to hear back from them regarding a final contract.
- Strausberg Group will provide a marketing update at the next months' meeting.
- Tom Whelan introduced Jeannette Vasquez, new Director of Sales & Marketing at Hotel Amarano to the BHA Board.
- Lucy Burghdorf, Hollywood Burbank Airport, provided the August 2019 Hollywood Burbank Airport numbers:
  - **541,942** passengers for August 2019. Up 20% from August 2018. Added flights has been reason for the increase in passengers

**C. Public Comment**

There was no public comment.

**D. Response to Public Comment**

There was no response.

**E. Board Member Comments**

- Julio Flores, Hilton Garden Inn, announced the opening of their dining restaurant, Kitchen on San Fernando.
- Michael Swaney, Residence Inn, thanked the Board for allowing him to be part of the organization since inception.
- Sundeep Vaghashia, Quality Inn/Travelodge, announced the grand reopening of the Quality Inn on November 14<sup>th</sup>, 2019.
- Tom Whelan, Hotel Amarano, announced that the hotel will be undergoing full renovations October 2019 to March 2020.
- Robin Faulk, Marketing Consultant, provided a wrap up of the British FAM tour hosted by Hotel Amarano.

**F. Approval of Minutes**

**ACTION ITEM**

The meeting minutes of September 23, 2019 were approved as presented. Tom Flavin made a motion for approval, seconded by Michael Swaney; motion carried 8-0.

**G. Treasurer's Report**

Treasurer Michael Swaney gave the treasurer's report, noting total income of \$294,314.15 and total expenses of \$510,503.42 for the period July 2019 to June 2020, leaving a negative balance on hand of \$216,189.27.

**H. ONE Burbank**

**ACTION ITEM**

Staff provided the Board with an update on ONE Burbank connections, bandwidth usage, and potential changes to gigabyte allocation. Currently monthly charges are \$8,500 for 5350 megabytes (5.3 gigabytes). In order to accommodate new hotel connections to ONE Burbank, staff recommended to restructure the bandwidth allocation to cover additional hotels without increasing the current

gigabyte limit and monthly cost. Staff also suggested the Board designate authority for someone to have the ability to work with ONE Burbank and make adjustments to the bandwidth allocation as needed.

Tom Whelan made a motion to approve the recommended bandwidth restructure and designate BHA staff to have authority to adjust bandwidth allocation working in conjunction with BWP. Motion was seconded by Sundeep Vaghashia; motion carried 8-0.

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

The BHA Chair discussed the Universal Studios Hollywood Partner Hotel Agreement amendment to extend the Agreement from March 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. Universal studios was not in agreement with the extension of the agreement. Chris Martin, Senior Director for Marketing and Revenue Management at Universal Orlando, provided information on the marketing campaigns that Universal had launched since July to boost hotel sales. The campaigns were offering \$75 off ticker prices for a two night hotel stay. Mr. Martin stated that this campaign had boosted hotel sales and Universal would extend the campaign and create additional/similar campaigns to boost hotel sales. Because of this the Board opted to approve the amended agreement with the terms of March 2019 to March 2020.

Tony Garibian, made a motion to approve the amendment to the agreement. Motion was seconded by Tom Whelan; motion carried 8-0.

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

Staff provided an update 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 prepare Burbank to capitalize on the large influx of Chinese tourists coming to Los Angeles. Staff recommended selecting a vendor for China Ready services.

Board decided to table the item to the next meeting and requested additional information and invite China Luxury Advisors to the next meeting and provide samples of collateral material, type of training options, and other hotels CLA has worked with.

Tom Flavin excused from the Board meeting at 4:54 pm.

**K. Treasurer Appointment ACTION ITEM**

With the resignation of Michael Swaney, the Board nominated Julio Flores as BHA Treasurer.

Tom Whelan, made the motion; seconded by Lucy Burghdorf; motion carried 7-0.

**L. New Board Member Applications**

**ACTION ITEM**

Staff requested authority to recruit for a new Board Member position to replace Michael Swaney. BHA Board applications will be sent to the Board for potential candidate distribution.

Tom Whelan, made the motion; seconded by Michael Swaney; motion carried 7-0.

**M. Board Approved Expenditures**

**ACTION ITEM**

Staff requested 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.

Sundeep Vaghashia made a motion to transfer \$215,000 from the holding account, second by Tom Whelan; motion carried 7-0.

**N. Future Agenda Items**

The following are future agenda items:

- Hotel Amaranano renovations
- Marketing Update
- China Luxury Advisors
- New BHA member appointment

**O. Adjournment**

The T-BID will reconvene at the next Board Meeting tentatively scheduled for Wednesday, November 13, 2019, location to be determined. The meeting adjourned at 5:03 p.m.