

Burbank Hospitality Association, Inc.

Meeting Agenda

January 22, 2020 at 3:00 PM

Holiday Inn Burbank Media Center – Executive Conference Room
150 E. Angeleno Ave. | Burbank, CA 91502

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 amended October 16, 2019 and November 13, 2019, meeting minutes.

Recommendation: Staff recommends approval.

G. **Treasurer's Report**

The Treasurer will present a financial report for November and December 2019.

H. **Marketing Update**

Strausberg Group will present a marketing campaign update from June to December 2019 and include:

- ADARA Impact Reporting
- Digital Ad Campaign Statistics
- Destination Travel Network

I. **Board Member Term Extension**

ACTION ITEM

In order to align with the fiscal year and our bylaws requiring appointment of officers and board members at the annual meeting in July, staff and general counsel are suggesting all Board Members transition to a two-year, July-to-June term rotation. Staff suggests that the terms are staggered so that half of the Board's term end in June of odd-numbered years and the other half end in June of even-numbered years.

The following Board Member's term are set to expire in the next month or so. In order to align the Board to this cycle, staff is suggesting when these seats are filled, the new terms expire July 1, 2021.

Board Member	Current Term Ends	Next Term Ends
Alan Puana	February 1, 2020	July 1, 2021
Vacant (Julio Flores)	March 1, 2020	July 1, 2021

Recommendations: Approve change of moving to staggered board terms.

J. Board Member Vacancies ACTION ITEM

With the resignation of Michael Swaney and Julio Flores, the Board will seek to nominate and appoint two new Board Members to serve the duration of the vacant terms.

The BHA has received 3 applications:

- Eric Ducat from Residence Inn
- Kamal Dhanji from The Tangerine
- Jeff Simons from Ramada By Wyndham Burbank Airport
- Louis Vasquez from Holiday Inn Burbank Media Center

Recommendation: Appoint the following members

1. One member to serve the remainder of Michael Swaney's term (expiring October 2020).
2. One member to serve the remainder of Julio Flores' term (expiring March 1, 2020).
3. Appoint two non-voting members

K. Board Member Term Renewal ACTION ITEM

Alan Puana's term is set to expire February 1, 2020. Staff recommends renewing Mr. Puana term on the Board.

Recommendations: Appoint Alan Puana to a term ending July 1, 2021.

L. ITB Berlin (Internationale Tourismus-Börse Berlin) ACTION ITEM

Visit Burbank attended ITB in Berlin in 2017 and 2018. ITB is the largest travel trade show in the world attracting more than 100K tour operators, wholesalers, bedbanks, OTAs, and airlines. ITB has given Visit Burbank exposure to more than 60 qualified tour operators bringing business to Los Angeles representing more than 100K room nights annually, with just a small portion to date utilizing Burbank accommodations. By continuing to attend, the goal is to increase the flow of room nights for group and Foreign Independent Traveler (FIT) business into Burbank. This year's event is scheduled for March 4-8, 2020. Estimated cost to attend is about \$5,000. This includes travel, food, hotel, and registration expenses.

Recommendation: Allow Marketing Consultant, Robin Faulk, to attend ITB Berlin 2020.

M. Destination Development – DC Comics Art Installation Update

The Board will receive an update on the fabrication and installation of the bronze Batman monument at the AMC Walkway.

N. Board Approved Expenditures

ACTION ITEM

The Board will consider transferring \$65,000 from the holding account to cover the following pre-approved expenses: consultant expenses of \$10,000, legal fees of \$10,000, marketing fees of \$30,000, influencer campaigns of \$5,000, potential ITB Berlin expenses of \$5,000, and ongoing administrative expenses in the amount of \$5,000.

Recommendation: Staff recommends the Board approve a transfer of \$65,000.

O. 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 and 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
Melissa Colasanto, Economic Development Analyst
Marissa Minor, Economic Development Analyst
Robin Faulk, Marketing Consultant

Administrative Key Staff

Teresa Mackey, Bookkeeping

Legal Counsel

Ryan T. Dunn, Colantuono, Highsmith & Whatley, PC

**ADJOURNMENT TO THE NEXT REGULARLY SCHEDULED MEETING,
TENTATIVELY SCHEDULED ON WEDNESDAY, FEBRUARY 19, 2020 AT 3:00 PM,
LOCATION TO BE DETERMINED.**

The BHA Board is comprised of 11 voting members. Regular meetings are held monthly the third Wednesday of the month unless that is a City holiday. In that case, the Board will meet the first or second Wednesday. 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 TDD with questions or concerns.