

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
Sundee 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 16 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 23 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:** Staff is 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.
- Lucy Burghdorf, Hollywood Burbank Airport, provided the August 2019 Hollywood Burbank Airport numbers:
 - 562,491 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 Hampton Inn & Suites on November 14th, 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 \$182,909.44 and total expenses of \$68,872.90 for the period September 2019, leaving a positive balance on hand of \$114,036.54.

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 5,350 megabytes (5.3 gigabytes). There are currently eight hotels enrolled in the program utilizing 1.5 gigabytes monthly. 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 did not agree 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 ticket 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 4:46 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 Amarano 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 5:06 p.m.