

**BURBANK HOSPITALITY ASSOCIATION BOARD MEETING**  
**Minutes for the Meeting of November 13, 2019**  
**LA Marriott Burbank Airport Hotel - 2500 N Hollywood Way, Burbank, CA 91505**

Members Present: Tony Garibian, Coast Anabelle and Safari Inn, Chair  
Danny Kahn, Warner Bros. Studio Tours, Vice-Chair  
Sundee Vaghashia, Travelodge, Secretary (arrived at 3:15pm)  
Lucy Burghdorf, Hollywood Burbank Airport  
Tom Flavin, Burbank Chamber of Commerce (excused at 4:11pm)  
Adrian Pastrana, Quality Inn  
Alan Tate, Burbank Airport Marriott (excused at 4:35pm)

Members Absent: Julio Flores, Hilton Garden Inn (resigned)  
Alan Puana, Universal Studios Hollywood  
Tom Whelan, Hotel Amaranio  
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  
Melissa Colasanto, 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, November 13, 2019.

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

**B. Announcements**

Staff announced the following:

- **Burbank Winter Wine Walk** will take place on Saturday, November 16th from 12pm to 8pm. This year's event will again feature live entertainment, a VIP tasting area at the Burbank Town Center, 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 ages 21+. More than 850 tickets have been sold for the wine tasting portion of the event thus far, and the street fair portion of the event is almost sold out.

Posters and postcards with the events new logo were distributed. Twenty-four Downtown merchants have registered as tasting locations.

- **The LaTerra Select Burbank Project** went to Planning Board on Monday, November 5th and was approved. The next step in the approval process will be a Planned Development/Development Agreement at City Council, on Tuesday, December 10th.
- **The State of the City Address** took place on Wednesday, October 23rd at the Burbank Airport Marriott. The PIO made a wonderful video showing Burbank as a dynamic, World Class City, and Economic Development debuted the 2019-20 Annual Report. Thank you to the Board members who were able to attend this year's event.
- **Batman Statue** is still in the works with AMC and DC Comics. DC Comics is finalizing renderings, and staff is working with AMC on completing a contract.
- A six month Strausberg marketing update will be provided next month, including ADARA Impact information and Destination Travel Network data.
- **Hotel Amarano** unfortunately had to reschedule their renovation presentation. It will occur at next month's meeting.

**C. Public Comment**

Patricia Aquino, Director of Sales at Holiday Inn introduced herself to the Board.

**D. Response to Public Comment**

There was no response.

**E. Board Member Comments**

- Tony Garibian, BHA Chair, notified the Board that Danny Kahn signed the support letter for the LaTerra Project because he is not in support of the project and was absent the day the Board voted to support the item.
- Lucy Burghdorf, Hollywood Burbank Airport, provided the September 2019 Hollywood Burbank Airport numbers:
  - Up 20.66% from September 2018, and up 12.92% year to date.

Sundeep Vaghashia arrived at 3:15 pm

**F. Approval of Minutes**

**ACTION ITEM**

The meeting minutes of October 16, 2019, were approved, with the revision of Board Member Comments change of "reopening of Quality Inn" to "reopening of Hampton Inn and Suites."

Tom Flavin made a motion for approval, seconded by Lucy Burghdorf; motion carried 7-0.

**G. Treasurer's Report**

Teresa Mackey, BHA Bookkeeper, gave the treasurer's report, noting total income of \$92,105.49 and total expenses of \$68,457.60 for the period October 2019, leaving a positive balance on hand of \$23,647.89.

**H. Destination Development - China Ready**

**ACTION ITEM**

Renee Hartmann, from China Luxury Advisors, provided a presentation on "China Ready" services. 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. The Board agreed to commence services with China Luxury Advisors at a not to exceed amount of \$20,000. China Ready services will include three training phases broken into six half-day in-person trainings, one full-day in-person training, and two webinars. Phase one will cover China Ready Essentials training for key stakeholders, management and leadership staff. Phase two will cover Service Excellence for Chinese Tourists training for front line staff. Phase three will cover Chinese Tourism Member Strategy Workshop, allowing hotels to create a customized Chinese tourism plan and roadmap.

Tom Flavin made a motion, seconded by Danny Kahn; motion carried 7-0.

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

**ACTION ITEM**

Legal Counsel, Ryan Dunn, discussed the changes in 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.

Danny Kahn made a motion to approve the amendment to the agreement. Motion was seconded by Tom Flavin; motion carried 7-0.

Tom Flavin recused from item J and excused from the Board meeting at 4:11 pm.

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

**ACTION ITEM**

The Board considered 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.

Danny Kahn made the motion to 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. Motion was seconded by Sundeep Vaghashia; motion carried 6-0.

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

The Board discussed granting 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.

Sundeep Vaghashia made the motion; seconded by Danny Kahn; motion carried 6-0.

**L. Hotel Amarano Renovations**

Hotel Amarano presentation was tabled to a future meeting.

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

The Board discussed the Winter Wine Walk sponsorship requirements and status on room blocks. Original sponsorship level approved was \$7,500 contingent on 100 hotel room nights, and additional \$7,500 contingent on 200 room night block. The event coordinator has secured 70 room nights at this time (data obtained from survey).

Tony Garibian made a motion to grant a \$5,000 sponsorship for the current 70 room bookings, and if proof of 100 room bookings after survey is provided, grant the remaining \$2,500. Motion was seconded by Danny Kahn; motion carried 6-0.

Alan Tate stepped out at 4:35 pm

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

With the resignation of Julio Flores, Tony Garibian made a motion to nominate Sundeep Vaghashia as Treasurer. Mr. Vaghashia is currently the Secretary of the BHA. Mr. Dunn reviewed the Bylaws and stated that Board Members can hold multiple executive positions. Motion was seconded by Danny Kahn; motion carried 5-0.

Staff will continue to actively recruit for two Board Member vacancies to replace Michael Swaney and Julio Flores.

**O. Board Approved Expenditures** **ACTION ITEM**

Staff requested 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.

Sundeep Vaghashia made a motion to transfer \$135,000 from the holding account, second by Lucy Burghdorf; motion carried 5-0.

**P. Future Agenda Items**

The following are future agenda items:

- Hotel Amaranano renovations
- Strausberg Marketing Update
- New BHA member appointments

**Q. Adjournment**

The T-BID will reconvene at the next Board Meeting tentatively scheduled for Wednesday, December 18, 2019, location to be determined. The meeting adjourned at 4:45 p.m.

DRAFT