

**BURBANK HOSPITALITY ASSOCIATION BOARD MEETING**  
**Minutes for the Meeting of January 22, 2020**  
**Holiday Inn Burbank Media Center – 150 E. Angeleno Ave. Burbank, CA 91502**

- Members Present: Tony Garibian, Coast Anabelle and Safari Inn, Chair  
Sundee Vaghashia, Travelodge, Secretary & Treasurer  
Lucy Burghdorf, Hollywood Burbank Airport  
Tom Flavin, Burbank Chamber of Commerce  
Adrian Pastrana, Quality Inn  
Tom Whelan, Hotel Amaranano
- Members Absent: Danny Kahn, Warner Bros. Studio Tours, Vice-Chair  
Patrick Prescott, Community Development Director (ex-officio)  
Alan Puana, Universal Studios Hollywood  
Richard Sandoval, Burbank Airport Marriott, (non-voting)  
Alan Tate, Burbank Airport Marriott
- Admin/Marketing Key Staff: Mary Hamzoian, Economic Development Manager  
Erika De Leon, Economic Development Analyst  
Melissa Colasanto, Economic Development Analyst
- Bookkeeping Staff: Teresa Mackey, Bookkeeping
- General Counsel: Ryan Dunn, Colantuono, Highsmith & Whatley, PC

The Burbank Hospitality Association (BHA) Board Meeting was called to order at 3:10 p.m. on Wednesday, January 22, 2020.

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

**B. Announcements**

Staff announced the following:

- **Fully Executed City Services Agreement between City of Burbank and TBID** is completed.
- **Annual Report** was finalized and mailed to all hotels.
- **BHA is accepting Phase 1 of 2020 sponsorship applications.** Applications are due February 3, 2020. No applications were received yet. The Sponsorship Review Subcommittee meeting will be scheduled prior to the March 2020 meeting to discuss the submissions and provide a recommendation to the Board.
- **China Ready Training** is currently in the planning stages, staff is currently scouting meeting/training locations at various Burbank hotels.
- **LaTerra Select Burbank** went to City Council on Tuesday, December 10th and was approved. However, a referendum petition is being circulated to reverse the City Council's approval.

- **I-5 Freeway Update:** On February 14, Burbank Blvd will be closed between San Fernando Boulevard and Front Street as crews begin the process of demolishing and reconstructing the Burbank Blvd Bridge over Interstate 5. This closure is expected to last 14 to 16 months. During demolition and reconstruction, Burbank Blvd at I-5 will be closed at all times to traffic. During the bridge demolition and reconstruction, nine freeway crossings will remain open and five freeway interchanges will remain open to serve Burbank.
- **New and Coming Soon:** Staff provided an update on new retail and restaurant establishments in Burbank.

<p><b>DOWNTOWN</b></p> <ul style="list-style-type: none"> <li>• OG Wingz (Now Open)</li> <li>• Han Korean BBQ – former PF Chang’s site (Spring 2020)</li> <li>• Cider Works @Story Tavern – replacing former Back House space next to Wokano (Spring 2020)</li> <li>• Long Horn Steakhouse – former Hooter’s (2020)</li> <li>• Finney’s Craffhouse (Former Market City Caffe) (2020)</li> <li>• Sushi Stop (Former Chronic Tacos) (2020)</li> </ul> <p><b>AIRPORT DISTRICT</b> West Elm – (Now Open)</p>	<p><b>DOWNTOWN</b></p> <ul style="list-style-type: none"> <li>• Round 1 Entertainment (Spring 2020)</li> <li>• F45 Training (2020)</li> </ul> <p><b>MEDIA DISTRICT</b></p> <ul style="list-style-type: none"> <li>• Hank’s Bagels (Now Open)</li> <li>• Alma Organic Kitchen (Now Open)</li> <li>• The Kebab Shop (Spring 2020)</li> <li>• Prime Pizza (Now Open)</li> <li>• California Fish Grill (2020)</li> <li>• Raising Canes Summer 2020</li> </ul>
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**C. Public Comment**

There was no public comment.

**D. Response to Public Comment**

There was no response.

**E. Board Member Comments**

- Tony Garibian, BHA Chair, requested all attendees to introduce themselves prior to start of Board Member Comments.
- Tony Garibian, BHA Chair, notified the Board that he met with the Hollywood Burbank Airport and Southwest Airlines to discuss Visit Burbank’s goals, marketing opportunities, and accomplishments.
- Tom Flavin, Chamber of Commerce, announced the upcoming Centennial Event at the Smoke House Restaurant on Thursday, January 23, 2020, at 5:30 PM.
- Lucy Burghdorf, Hollywood Burbank Airport, provided the November 2019 Hollywood Burbank Airport numbers:
  - Up 9.5% from November 2018 to November 2019

- Up 13.14 % year to date from January – November 2018 to January 2018 – 2019.

**F. Approval of Minutes ACTION ITEM**

The meeting minutes of October 16, 2019, and November 12, 2019, were approved.

Tom Flavin made a motion for approval, seconded by Tom Whelan; motion carried 6-0.

**G. Treasurer’s Report**

Treasurer Sundeeep Vaghashia provided the Treasurer’s Report, noting total income of \$67,604.85 and total expenses of \$60,548.48 for the period November 2019, leaving a positive balance on hand of \$7,056.37. Mr. Vaghashia also noted a total income of \$15.58 and total expenses \$35,683.40, for the period of December 2019, leaving a negative balance of \$35,667.82. This negative balance was due to the books not yet being closed for December and the TBID income not yet being reconciled.

**H. Marketing Update**

Chelsea Kawahara – Account Executive, Lauren Halley – Accounting Director, Evan Oliver – Digital Marketing Manager, and Anastasia Kolcheva – Digital Media Director, from Strausberg Group, provided a marketing update from July to December 2019. The update included the website launch, digital advertising, social media campaign statistics, and ADARA impact reporting.

Strausberg Group reported that the Visit Burbank website year-over-year visitation has increased by 29% and the overall bounce rate is down. General awareness Google ads performed with over 37K clicks at the lowest Cost Per Click of \$0.08. In addition, social media followers have increased from the previous six months, noting the total followers: Facebook – 31,300, Twitter – 2,626, and Instagram – 4,845.

**I. Board Member Term Extension ACTION ITEM**

The Board considered transitioning Board Members to a two-year, July-to-June term rotation as their term limits were up for renewal, to align with the fiscal year and bylaws requiring appointment of officers and board members at the annual meeting in July. The Board considered the extension for the following Board Terms:

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

Tom Flavin made a motion to approve the change of moving to staggered board terms – commencing with Alan Puana and the vacant seat left by Julio Flores only. Motion was seconded by Sundeep Vaghashia; motion carried 6-0.

Remaining Board Member terms will be extended to the new rotation cycle as they expire.

**J. Board Member Vacancies**

**ACTION ITEM**

The Board considered applications to appointment two new voting Board Members to serve the duration of the two vacant terms left by Michael Swaney and Julio Flores and one non-voting member.

BHA received 4 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

Each applicant, other than Kamal Dhanji who was not present, provided a brief introduction of their experience and willingness to serve on the Board.

Lucy Burghdorf made the motion to appoint Eric Ducat to serve the remainder of Michael Swaney's term, expiring October 2020, Louis Vasquez to serve the remainder of Julio Flores' term, expiring July 1, 2021, and Jeff Simons as a non-voting member. Motion was seconded by Tony Garibian; motion carried 6-0.

**K. Board Member Term Renewal**

**ACTION ITEM**

Item was tabled to a future meeting pending a formal resignation letter from Board Member Alan Puana, and decision to fill his position with another Universal Studios Hollywood representative.

**L. ITB Berlin (Internationale Tourismus-Börse Berlin)**

**ACTION ITEM**

The Board considered allowing Marketing Consultant, Robin Faulk, to attend the ITB Berlin 2020 travel trade show on March 4-8, 2020. The estimated cost to attend is approximately \$5,000 which includes travel, food, hotel, and registration expenses.

Sundeep Vaghashia made the motion to authorize Marketing Consultant, Robin Faulk, to attend ITB Berlin 2020. Motion was seconded by Tom Whelan; motion carried 6-0.

**M. Destination Development – DC Comics Art Installation Update**

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

**N. Board Approved Expenditures**

**ACTION ITEM**

Staff requested 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.

Tom Whelan made a motion to transfer \$65,000 from the holding account. Motion was seconded by Sundeep Vaghashia; motion carried 6-0.

**O. Future Agenda Items**

The following are future agenda items:

- Sponsorship Subcommittee
- Hotel Amarano Renovations
- China Ready Update
- Universal Preferred Hotel Program Update
- Hotel Planner Update
- Six Flags Update

**P. Adjournment**

The T-BID will reconvene at the next Board Meeting scheduled for Wednesday, February 19, 2020, location to be determined. The meeting adjourned at 4:44 p.m.