

**BURBANK HOSPITALITY ASSOCIATION BOARD MEETING**  
**Minutes for the Meeting of March 12, 2020**  
**Burbank Chamber of Commerce – 200 W Magnolia Blvd., Burbank, CA 91502**

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

The Burbank Hospitality Association (BHA) Board Meeting was called to order at 3:03 p.m. on Wednesday, February 19, 2020.

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

**B. Announcements**

Staff announced the following:

- **I-5 Freeway Update:** The Burbank Blvd. closure will begin on Saturday, March 14. Burbank Blvd will be closed between San Fernando Boulevard and Front Street as crews demolish and reconstruct the Burbank Blvd Bridge over Interstate 5. The closure is expected to last about 14 to 16 months.
- **The 17<sup>th</sup> Annual Arts Festival** will take place Saturday and Sunday May 16-17 from 11am to 7pm daily. The event will be coordinated by Jacakope Arts and the Creative Talent Network (CTN) and will include handmade fashion and jewelry design, ceramics and paper goods, home decor and housewares, art, photography, and animation artisans from top local studios.
- **Phase 1 of 2020 sponsorship applications** were due February 3, 2020. Three applications were received from: CTN Expo, A&R Worldwide - Global Rock

Summit, and Martial Arts History Museum, Dragonfest. The sponsorship subcommittee meeting will be scheduled for April and a recommendation regarding sponsorship amounts will be brought to the Board at the May meeting.

- **MUSEXPO & the Worldwide Radio Summit** has been postponed until a later date following the announcement by THE WORLD HEALTH ORGANIZATION that the CORONAVIRUS (COVID-19) is now officially a pandemic. That date will depend on the course of the (COVID-19) pandemic, how quickly it can be controlled and how everyone feels about traveling and interacting with others on a more personal basis.
- **Fabrication of the Batman Statue** has started. The digital artwork and 3D prints will be completed and ready in approximately 4 weeks. The casting and assembly will take an additional 12-16 weeks with a final installation of the statue will be sometime in August.

**C. Public Comment**

Louis Vasquez announced that due to the COVID-19 pandemic Universal Studios Hollywood will be closed Saturday, March 1, 2020, and will reopen Saturday, March 28, 2020, or sometime thereafter depending on the course of the pandemic.

**D. Response to Public Comment**

There was no response.

**E. Board Member Comments**

- Tony Garibian, BHA Chair, notified the Board that he met with Universal Studios Hollywood and BHA staff to receive an update on the Preferred Hotel Program.
- Lucy Burghdorf, Hollywood Burbank Airport, provided the January 2020 Hollywood Burbank Airport numbers:
  - Up 19.46% from January 2019 to January 2020
- Board Members shared impacts to their hotels resulting from the COVID-19 pandemic. Overall, Burbank hotels have experienced an increase in room cancellations and decreased revenue for the month of March.
- Sundeep Vaghashia announced that the Quality Inn is currently being renovated and requested to provide a presentation to the Board at the next meeting.

**F. Approval of Minutes**

**ACTION ITEM**

The meeting minutes of February 19, 2020, were approved.

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

**G. Treasurer's Report**

Treasurer Sundeep Vaghashia provided the Treasurer's Report noting the total income of \$41.21 and total expenses of \$61,404.59 for the period February 2020, leaving a negative balance on hand of \$61,363.38. This negative balance was due

to the assessments not yet being accounted for February and the TBID income not yet being reconciled.

**H. Board Member Appointment – Hilton Garden Inn ACTION ITEM**

The Board considered appointing Richard Engelhard, General Manager of Hilton Garden Inn, to replace the vacant seat of former Board Member Julio Flores, for a term ending July 1, 2021.

Sundeep Vagashia made the motion to appoint Richard Engelhard as a new Board Member for a term ending July 1, 2021. Motion was second by Tom Flavin; motioned carried 7-0.

**I. Universal Studios Hollywood Preferred Hotel Partnership Program**

**ACTION ITEM**

The Board considered a new agreement with Universal Studios Hollywood Preferred Hotel Partnership Program beginning March 2020.

Chris Martin, Senior Director of Universal Parks & Resorts Vacations, joined via conference call and provided the Board with an overview of the Universal Studios Hollywood Preferred Hotel Partnership Program for 2020-2021. Universal Studios Hollywood Preferred Hotel Partnership Program requested \$150,000 for 2020-2021 agreement that would include an aggressive marketing strategy with increased promotions, consumer media plan, and advertising.

The Board discussed the 2019-2020 Universal Studios Hollywood Preferred Hotel Partnership Program agreement. Due to a combination of technical and marketing problems experienced by hotels as a result of Universal's transition from aRes to Universal Parks & Resorts vacation, the Board was hesitant to reinvest the requested \$150,000 for 2020-2021.

The Board also discussed the current hotels participating in the program. Four of the participating hotels never provided room inventory in 2019-2020. Therefore, the Board agreed to remove the four hotels from the program and requested staff to reevaluate all Burbank hotels to determine which qualify for the 2020-2021 program.

Tony Garibian made the motion to approve an agreement with Universal Studios Hollywood Studios Preferred Hotel Partnership Program with the following terms: \$10,000 per hotel, not to exceed \$100,000, with a possible start date of May 1, 2020 depending on the COVID-19 pandemic. Motion was seconded by Alan Tate; motioned carried 8-0.

**J. 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 \$10,000, and ongoing administrative expenses in the amount of \$5,000.

Tom Flavin made a motion to transfer \$65,000 from the holding account. Motion was seconded by Eric Ducat; motion carried 8-0.

**K. Future Agenda Items**

The following are future agenda items:

- Sponsorship Subcommittee
- Universal Preferred Hotel Program Update
- Quality Inn Renovations Update
- Hotel Planner Update
- Strausberg Media Plan/Budget

**L. Adjournment**

The T-BID will reconvene at the next Board Meeting tentatively scheduled for Wednesday, April 15, 2020, location to be determined. The meeting adjourned at 4:25 p.m.