

BURBANK HOSPITALITY ASSOCIATION BOARD MEETING
Minutes for the Meeting of June 17, 2020

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Meeting ID: 980 1631 1982

Password: 094645

Members Present: Tony Garibian, Coast Anabelle and Safari Inn, Chair
Danny Kahn, Warner Bros. Studio Tours, Vice-Chair
Sundee Vaghashia, Travelodge, Secretary & Treasurer
Lucy Burghdorf, Hollywood Burbank Airport
Eric Ducat, Residence Inn
Richard Englehard, Hilton Garden Inn
Tom Flavin, Burbank Chamber of Commerce
Adrian Pastrana, Quality Inn
Ali Schmidt, Universal Studios Hollywood
Jeff Simons, Ramada By Wyndham Burbank Airport (non-voting)
Tom Whelan, Hotel Amaranano

Members Absent: Alan Tate, Burbank Airport Marriott
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: Ryan Dunn, Colantuono, Highsmith & Whatley, PC

The Burbank Hospitality Association (BHA) Board Meeting was called to order at 3:01 p.m. on Wednesday, June 17, 2020.

A. Roll Call: There was a quorum.

B. Announcements

Staff announced the following:

- **Fabrication of the Batman Statue** has started. The digital artwork and 3D prints will be completed and ready for shipment soon. The casting and assembly will take an additional 12-16 weeks with a final installation expected in September.
- **At the request of staff, ONEBurbank** is offering a 25% discount for their services since hotels are not requiring the bandwidth allocated under the current agreement. This discount will remain until usage levels increase lowering the monthly invoice from \$7,980 to \$5,960.

- **Hotel Planner Update:** Staff requested a discount and/or extension from HotelPlanner for their services due to the COVID-19 pandemic.

C. Public Comment

There was no public comment.

D. Response to Public Comment

There was no response.

E. Board Member Comments

- Lucy Burghdorf, Hollywood Burbank Airport, provided the May 2020 Hollywood Burbank Airport numbers:
 - 90 flights per day down to 23 total
 - Down 73% from February 2020 to May 2020
 - Jet Blue flights on hold until July 31, 2020
 - Delta flights on hold until September 30, 2020
- Danny Kahn, Warner Bros, announced that production activity will resume in July/August and the studio tours will reopen in November. New café space at Stage 48 is also scheduled to open in November.

F. Approval of Minutes

ACTION ITEM

The meeting minutes of March 12, 2020, were approved.

Tom Flavin made a motion for approval, seconded by Tom Whelan; motion carried 10-0.

G. Treasurer's Report

Treasurer Sundeep Vaghashia provided the Treasurer's Report noting no income and total expenses of \$57,972.34 for the period May 2020, leaving a negative balance on hand of \$166,240.80. This negative balance was due to the assessments not yet being accounted for May and June and the TBID income not yet being reconciled.

H. BHA Marketing Recovery Campaign Strategy

ACTION ITEM

The Board considered the Marketing Recovery Campaign Strategy.

Staff from the Strausberg Group presented three phases of the Marketing Recovery Campaign Strategy.

- Phase I - Testing the Water, focuses on the drive markets within a 300-mile radius and includes \$2,500/month in paid media.
- Phase II - Keeping Burbank Top of Mind, focuses on short haul flights and includes \$6,000/month in paid media. Phase II will begin once the safer-at-home order is lifted. and Universal Studios Hollywood and Warner Bros. Studio Tours reopen.

- Phase III - The New Normal, focuses on top origin markets and includes key connection flights into Hollywood Burbank Airport. Phase III is set to begin when all businesses are open, and people are traveling more frequently. The recommended budget for this phase is to be determined.

Danny Kahn made the motion to approve the Marketing Recovery Campaign Strategy. Motion was second by Tom Flavin; motioned carried 10-0.

I. Event Sponsorships

ACTION ITEM

The Board considered a sponsorships request from Creative Talent Network for the CTN Animation eXpo in the amount of \$210,000.

Tina Price, founder of Creative Talent Network, provided an overview of the 2019 CTN Animation eXpo and plans for the upcoming eXpo scheduled November 19-22, 2020.

After further discussion, the Board tabled this item to July to accurately gauge the budget for the next six months.

This item was tabled to the July Board meeting. No action was taken.

J. Budget Discussion – July to December 2020

ACTION ITEM

Staff presented a proposed six-month budget for review and approval. Upon review, the Board suggested that staff revise the budget once the May assessments have been received and bring it back to the Board for review and approval.

This item was tabled to the July Board meeting. No action was taken.

K. Universal Studios Hollywood Preferred Hotel Partnership Program

ACTION ITEM

The Board considered a new agreement with Universal Studios Hollywood Preferred Hotel Partnership Program beginning July 2020 for \$10,000 per hotel, not to exceed \$100,000.

Staff noted the following additional language was added to the agreement:

- UPRV agrees to provide bureau status updates on program and bureau hotels at least once during every fiscal quarter which shall include ticket and package sales information.
- UPRV further agrees to provide the bureau, within 14 days of execution, each executed Partner Hotel Agreement it receives from participating bureau hotels.

- The bureau agrees to provide UPRV, on a quarterly basis, updates on the actions taken by all the bureau hotels in order to be competitive, including promotional rates and product availability

The Board also requested a separate agreement between the Burbank Hospitality Association and the participating hotels requiring each hotel to load available rates for the entire year within 30 days of signing the agreement.

In addition, staff presented a list of hotels that qualify for the program which included the following ten hotels:

1	SpringHill Suites Los Angeles Burbank/Downtown
2	Hilton Garden Inn Burbank Downtown
3	Coast Anabelle Hotel
4	Residence Inn Los Angeles Burbank/Downtown
5	Los Angeles Marriot Burbank Airport Hotel
6	Courtyard by Marriot Los Angeles/Burbank Airport
7	Safari Inn
8	Hotel Amarano Burbank
9	Holiday Inn Burbank Media Center
10	Ramada by Wyndham Burbank Airport

Tom Whelan made the motion to approve a new agreement with Universal Studios Hollywood Preferred Hotel Partnership Program beginning July 2020. Motion was seconded by Eric Ducat; motion carried 8-0. Board Member Ali Schmidt abstained due to conflict of interest.

L. Board Approved Expenditures

Staff requested transferring \$80,000 from the holding account to cover the following pre-approved expenses: consultant expenses of \$20,000, legal fees of \$20,000, marketing fees of \$30,000, influencer campaigns of \$10,000 and ongoing administrative expenses in the amount of \$10,000.

Tom Whelan made a motion to transfer \$80,000 from the holding account. Motion was seconded by Danny Kahn; motion carried 9-0.

M. Future Agenda Items

The following are future agenda items:

- Universal Preferred Hotel Program Update
- Six-Month Budget

- CTN Sponsorship Request
- 2019 Tax Return
- Economic Development Recovery Plan Update

N. Adjournment

The T-BID will reconvene at the next Board Meeting tentatively scheduled for Wednesday, July 15, 2020, location to be determined. The meeting adjourned at 4:54 p.m.

DRAFT