

BURBANK HOSPITALITY ASSOCIATION BOARD MEETING
Minutes for the Meeting of August 19, 2020

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Meeting ID: 935 8115 0539

Password: 966789

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

Members Absent: Lucy Burghdorf, Hollywood Burbank Airport
Adrian Pastrana, Quality Inn
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
Marissa Minor, 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 3:05 p.m. on Wednesday, August 19, 2020.

A. Roll Call: There was a quorum.

B. Announcements

Staff announced the following:

- **Phase 1 of the Visit Burbank Recovery Plan** focusing on staycations and road trips will run from August 24th to September 30th. The campaign aims to encourage residents in Burbank and locals within a drive-time market to stay in Burbank and support the local economy.
- **BHA Audit** for fiscal year ending June 30, 2020 will begin in September. Staff negotiated a discount for the cost of the audit from \$9,500 to \$8,500.
- **Expanded Outdoor Dining Options** continue to be implemented by the City and the Downtown PBID to help restaurants survive amidst the LA County Public

Health Department's restrictions on in door dining. On July 17, 2020, San Fernando Blvd. was closed to vehicle traffic to allow restaurants to expand their operations outdoors.

C. Public Comment

There was no public comment. Members of the public that were present at the meeting included Nerissa Sugars and Grace Miane.

D. Response to Public Comment

There was no response.

E. Board Member Comments

There was no Board Member comments.

F. Approval of Minutes

ACTION ITEM

The meeting minutes of July 15, 2020, were approved.

Tom Whelan made a motion for approval, seconded by Tony Garibian; motion carried 9-0.

G. Treasurer's Report

Treasurer Sundeep Vaghashia provided the Treasurer's Report noting the total liabilities and equity of \$719,099.84 as of June 31, 2020. Mr. Vaghashia also noted the total income of \$23,983.43 was reported for the month of July 2020.

H. Presentation on Upcoming Proposed Ordinance for Short-term Rentals

Karen Pan and Nick Burant with the City of Burbank Community Development Department made a presentation to the Board on the current status of short-term rentals, its impact on Burbank and the preparation of a proposed ordinance to allow and regulate short-term rentals.

With City Council direction, staff will be conducting virtual community workshops to obtain feedback from residents to assist with drafting a proposed ordinance. City staff anticipates that the proposed ordinance will be presented to the Planning Board and City Council at the end of 2020.

Recommendation: Note and file.

I. Creative Talen Network Event Sponsorship

ACTION ITEM

Tina Price, founder of Creative Talent Network (CTN), presented a contingency plan for the 2020 CTN Animation eXpo. The contingency plan included two options for the event:

1. Hybrid Event – online and on property
2. Online Event – 100% online

Ms. Price requested a sponsorship of \$85,000. The funds would be used for event marketing which will be needed to promote and create more value as the event will be primarily online. The Board deliberated on the request and agreed to sponsor the event at \$50,000 given their long-term partnership with CTN and the Board's desire to ensure that CTN continues to maintain its success and not lose the momentum it has gained for over 10 years. The 2020 event will promote Burbank as a destination virtually with the intent of the event coming back in person in 2021.

Recommendation: Alan Tate made a motion to approve a \$50,000 sponsorship for CTN 2020 eXpo, seconded by Tom Flavin; motion carried 7-2.

J. Economic Impact Update

Marcos Gonzalez with the City of Burbank Community Development provided the Board with an overview of the City's Homelessness Plan in response to COVID-19. Mr. Gonzalez discussed the City's recent accomplishments related to homelessness which include: additional outreach provided through StreetPlus a Hospitality and Social Service Outreach Program, participation in the County's Project "Room Key" for people experiencing homelessness with a high risk of contracting COVID-19, and the abatement of six encampments in Burbank.

In addition, Robert Newman, Team Leader with StreetPlus, provided an overview of their services in response to COVID-19 including: monitoring commercial corridors to deter loitering, addressing issues with homelessness, and additional cleaning of high touch areas such as benches and cross walk touch points.

Recommendation: Note and file.

K. HotelPlanner Renewal

ACTION ITEM

The Board considered renewing the HotelPlanner preferred membership expiring on August 30, 2020.

Staff provided the Board with an overview of the preferred membership benefits and summary of the return on investment. A total increase of \$145K was generated from the preferred membership for the period of September 1, 2019, through March 1, 2020. In addition, staff presented a list of the participating hotels and their participation level on the program. The Board discussed the renewal and agreed that the non-participating hotels should not be renewed as a preferred member.

Tony Garbian made a motion to amend the budget and approve the HotelPlanner Preferred Membership utilizing reserve funds of \$5,989 for the following hotels:

1. Courtyard by Marriott Los Angeles Burbank Airport
2. Hotel Amarano
3. Ramada Burbank Airport
4. Hilton Garden Inn Burbank Downtown
5. Quality Inn Burbank Airport

6. Los Angeles Marriott Burbank Airport
7. Safari Inn
8. Coast Anabelle Hotel
9. Travelodge Burbank Glendale

seconded by Danny Kahn; motion carried 8-0.

L. Destination Development – DC Comics Art Installation Update

Staff provided the Board with an update on the fabrication and installation of the bronze Batman statue at the AMC Walkway. Staff noted that the installation is tentatively scheduled on Monday, September 14, 2020. In addition, staff discussed the marketing and promotions for the statue’s opening which include a press release, live streaming, and a custom comic created by DC Comics.

Recommendation: Note and file.

M. Board Approved Expenditures

Staff requested transferring \$70,000 from the holding account to cover the following pre-approved expenses: consultant expenses of \$10,000, legal fees of \$5,000, and ongoing administrative expenses in the amount of \$5,000. The transfer also included \$50,000 CTN eXpo sponsorship approved by the Board.

Tom Flavin made a motion to transfer \$70,000 from the holding account, seconded by Sundeep Vagashia; motion carried 8-0.

N. Future Agenda Items

The following are future agenda items:

- Los Angeles Tourism and Convention Board Industry Update and Outlook Webinar

O. Adjournment

The T-BID will reconvene at the next Board Meeting tentatively scheduled for Wednesday, September 16, 2020, location to be determined. The meeting adjourned at 5:18 p.m.