

BURBANK HOSPITALITY ASSOCIATION BOARD MEETING

Minutes for the Meeting of January 20, 2021

Join Zoom Meeting:

<https://burbankca.zoom.us/j/95362402382?pwd=cVo2Z28wUVRad3ZEWmlwdGlreldqdz09>

Meeting ID: 953 6240 2382

Password: 202397

- Members Present: Danny Kahn, Warner Bros. Studio Tours, Chair
Eric Ducat, Residence Inn, Secretary
Richard Englehard, Hilton Garden Inn (joined at 3:28)
Tony Garibian, Coast Anabelle and Safari Inn
Jamie Keyser, Burbank Chamber of Commerce (left at 4:55pm)
Ali Schmidt, Universal Studios Hollywood
Nerissa Sugars, Hollywood Burbank Airport
Tom Whelan, Hotel Amarano (left at 4:55pm)
- Members Absent: Alan Tate, Burbank Airport Marriott, Vice- Chair
Sundeep Vaghashia, Travelodge, Treasurer
Adrian Pastrana, Quality Inn
Patrick Prescott, Community Development Director (ex-officio)
Richard Sandoval, Burbank Airport Marriott (non-voting)
Jeff Simons, Ramada By Wyndham Burbank Airport (non-voting)
- Members of the Public: Grace Miane, General Manager Springhill Suites
- Admin/Marketing Key Staff: Mary Hamzoian, Economic Development Manager
Erika DeLeon, Economic Development Analyst
Marissa Minor, Economic Development Analyst
Robin Faulk, Marketing Consultant
- 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, January 20, 2021.

A. Roll Call: There was a quorum.

B. Announcements

Staff announced the following:

- San Fernando Blvd Reopened on December 14th, 2020 to allow for easier take-out and delivery drivers to access Downtown while outdoor dining is closed per State and County Health Orders.

- City Council approved the extension of three urgency orders in response to the COVID-19 Pandemic including: extending the Urgency Eviction Ordinance applying only to commercial tenants, extending the Urgency Ordinance to facilitate for outdoor operations for dining and gyms, and authorizing the continued closure of parts of San Fernando Boulevard and extension of Outdoor Dining permits.
- Marketing Consultant Agreement was reviewed with Legal Counsel and determined that scope of work still applies, and no changes are needed.
- BHA's Financial Audit has begun. This is a City Services Agreement requirement. Board will be notified once the results are available.
- Announced various new restaurants and stores around Burbank – Silverlake Ramen, Milano Café, Finney's, Sushi Stop, Petit Parisien, GRAU, Sweet Green, California Fish Grill, Brews Brothers, Raising Cane's, and Home Goods.
- Notified Board of Family Promise of the Verdugos hotel vouchers available for families seeking overnight stays. Family Promise of the Verdugos is currently giving vouchers outside of Burbank due to lower rates.

C. Public Comment

There were no public comments

D. Response to Public Comment

There was no response.

E. Board Member Comments

Ali Schmidt and Danny Kahn provided update on Universal and Warner Bros closure and they are closely monitoring the County's Health Orders and brainstorming ways to reopen. The State has published guidance for theme parks. Nerissa Sugars provided November 2020 Passenger Update. November 2020 received 118,111 passengers, down 77.5% from November 2019 at 525,279.

F. Approval of Minutes

ACTION ITEM

The meeting minutes of November 18, 2020 were approved.

Eric Ducat made a motion for approval with the change to note Ali Schmidt's objection on the Short-Term Rental Letter of Support, seconded by Jamie Keyser; motion passed 7-0, noting the abstention from Richard Englehard due him joining the meeting late.

Richard Englehard joined the meeting at 3:28 pm

G. Treasurer's Report

Bookkeeper Teresa Mackey provided the Treasurer's Report through December 2020. Total income for November and December 2020 of \$99,129.67 and total expenses of \$77,449.31, provides a net income of \$21,680.36. Total assets equal

\$692,439.84. As of December 31, 2020, the Unrestricted Net Assists of \$777,370.79 minus net income of -\$84,930.95, amounts to \$692,439.84 in total liabilities and equity.

H. Batman Statue Marketing Update

Erika De Leon updated the Board on the results of the social media campaign for the Batman Statue unveiling that ran from November 20th to January 4, 2021. Total results across social media platforms for Visit Burbank, Downtown Burbank, City of Burbank, and DC entertainment received 5.4M impressions, 4.29M reach, and 511K engagements. A sweepstakes giveaway for a special edition Batman comic book was incorporated in the social media campaign and resulted in 1.3K new followers on Visit Burbank's Instagram platform. Winners of the comic book were from Washington State, Hawaii, Canada, Costa Rica, and Indonesia.

Tony Garibian requested a follow up item to calculate the value of the earned media associated with the impressions, reach and engagements from the campaign in comparison to the cost of the statue. Tony Garibian also inquired about destination development subcommittee meetings. Staff will schedule a Destination Subcommittee meeting to discuss plans for additional selfie spots.

I. Marketing Update

Marketing Consultant Robin Faulk provided an update on the current and ongoing marketing projects: Digital advertising phasing, social media focus, website and collateral updates, Director of Sales monthly sales call, CTN Live collaboration, Pacific Surfliner partnership, and plans for social media influencers in 2021.

Danny Kahn suggested a film location itinerary for future influencers posts.

J. Budget Discussion – January to June 2021

ACTION ITEM

Staff presented a six-month budget for January to June 2021 for the Board's review and consideration. Due to the pandemic, the Fiscal Year 2020-2021 Budget is projected to be reduced by 50 percent. As a result, most of the budget is allocated to pertinent marketing efforts promoting local staycations, monthly newsletters and promoting local dining and shopping in Burbank. Board member Ali Schmidt suggested reaching out to memberships to obtain reduction in fees due to lack of participation - US Travel Association, TTMA, Discover LA and aRes. Once travel restrictions are lifted and theme parks open, a more robust marketing campaign will begin.

Tom Whelan made a motion for approval with the change to seek additional membership discounts, seconded by Eric Ducat; motion passed 8-0, noting the absence of three board members.

K. Board Approved Expenditures

ACTION ITEM

Staff requested transferring \$25,000 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 \$10,000.

Tony Garibian made a motion to transfer \$25,000 from the holding account, seconded by Eric Ducat; motion passed 8-0, noting the absence of three board members.

L. Future Agenda Items

The following are future agenda items:

- Virtual Tours of Warner Bros. Studio Tour Center and Hotel Amaranano
- Sub Committee List Update
- Economic Development/Downtown Burbank Update

M. Adjournment

The meeting adjourned at 4:55 p.m.

DRAFT