

BURBANK HOSPITALITY ASSOCIATION BOARD MEETING
Minutes for the Meeting of September 15, 2021
Meeting Held Virtually Via Zoom

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| Members Present: | Danny Kahn, Warner Bros. Studio Tours, Chair Sundeeep Vaghashia, Travelodge, Treasurer Richard Englehard, Hilton Garden Inn Tony Garibian, Coast Anabelle and Safari Inn Adrian Pastrana, Quality Inn Peter Kolla, Hotel Amarano Ali Schmidt, Universal Studios Hollywood Jamie Keyser, Burbank Chamber of Commerce Nerissa Sugars, Hollywood Burbank Airport |
| Members Absent: | Alan Tate, Burbank Airport Marriott, Vice- Chair Eric Ducat, Residence Inn, Secretary Patrick Prescott, Community Development Director (ex-officio) |
| Admin/Marketing Key Staff: | Mary Hamzoian, Economic Development Manager Megan Anghel, 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 3:03 p.m. on Wednesday, September 15, 2021.

A. Roll Call: There was a quorum with nine (9) members present and two (2) members absent, Alan Tate, and Eric Ducat.

B. Announcements

Staff announced the following items:

- Milano Café has officially opened.
- Coming Soon to Avion: Jersey Mikes, Randy's Donuts and Dog Haus.
- Construction of the City's storage facility was completed in August 2021. As the storage facility operator, the Salvation Army will be assisting homeless individuals with safely storing their personal belongings and also providing referrals to services and case management. The program allows for up to 40 homeless individuals to use one 60-gallon container to store their items within specified time parameters.

C. Public Comment

There was no public comment.

D. Response to Public Comment

No response to public comment was required.

E. Board Member Comments

Nerissa Sugars provided a July 2021 Air Service update from the Hollywood Burbank Airport (BUR). A total of 439,131 passengers were reported, up 22% from June 2021, and down 19% from 2019. Avelo announced flight services to Provo, UT starting September 17th and Loveland, CO and St. George, UT will be coming to BUR in October. Flair Airlines will start service to Vancouver, BC, Canada on November 1st and Edmonton, Alberta, Canada on December 16th. Lastly, the Hollywood Burbank Airport (BUR) was named Daily News 2021 Readers Best Choice – Best Airport. BUR received more votes than LAX, Ontario and Long Beach Airport.

Tony Garibian noted that he met with Marisa Di Domineco-Day from the Burbank Historical Society. Mr. Garibian also commented that he had a phone conversation with Robert DeLeon from BWP about One Burbank Services and adding additional bandwidth for customers during larger events.

F. Approval of Minutes

ACTION ITEM

The meeting minutes of July 28, 2021 were presented for approval. Tony Garibian noted that the Board does not need to track member arrivals as long as there is not an effect on an action item.

Peter Kola made a motion to approve the minutes with the revision to remove “arrived late” from the Roll Call and for future Board Minutes as appropriate., seconded by Jaime Keyser; motion passed 9-0.

G. Treasurer’s Report

Sundee Vaghashia provided the Treasurer’s Report for July 2021. Total income for July 2021 was reported at \$40,217.12, with expenses totaling \$31,949.49, for a net income of \$8,267.69. Total assets equal \$832,867.87 as of July 31, 2021.

H. Worker Protection Ordinance Presentation

Heather Rozman, Executive Director of the Hotel Association of Los Angeles, provided an informational overview of the proposed Los Angeles Worker Protection Ordinance with the Board.

Peter Kolla shared that it is important to have all information available to hoteliers in order to create awareness of this potential new ordinance. Updates will be shared with the Board on this item as new information becomes available.

I. Finance Department TBID Assessment Presentation

Steven Aragon from the City’s Finance Department provided an informational presentation on how the TBID assessment is posted to the City books. Sundee Vaghashia asked if the City has any flexibility in collecting the TBID assessments, and

Mr. Aragon assured him that due to Covid, there has been some flexibility. In general, hotels have 30-days from the month's end to return assessment income (i.e., July assessment's must be paid by August 30th). For this reason, assessment income is often not booked in the same month that it is received. Staff will continue to book assessment income as reported via the City and will provide income updates on a monthly basis.

J. Phase 1 Sponsorship Applications

ACTION ITEM

Staff and the Sponsorship Sub-committee presented recommendations for Phase I Sponsorship applications. Discussion points for each organization were as follows:

- **Dragonfest**

Dragonfest is a Martial Arts and Asian Cultural Convention in Burbank. The event requested \$30,000 for an estimated 120 room nights for 2022. However, due to the event producer's inability to obtain hotel room blocks from local hotels and inadequate year over year data demonstrating an increase in overnight stays or the ability to increase overnight stays in the future, and the absence of verifiable post event data, the Board recommended not to fund the sponsorship request at this time. The event was previously funded through the BHA without significant hotel room nights being generated.

- **MUSEXPO – California Entertainment Week**

California Entertainment Week is an international music business event that is renowned worldwide for its innovation, executive and influencer participation, creativity, commerce and premiere artist showcasing opportunities. The 2022 projected number of room nights for this event is 600, and the sub-committee recommended approving the \$30,000 sponsorship for this event.

- **CTN animation eXpo + CTN Live**

This event continues to be the largest convention in Burbank, raising awareness of the animation community in the City. The event will bring approximately 1,200 estimated room nights for 2021, and the sub-committee recommended approving a \$50,000 sponsorship for this event.

- **Arts Media and Entertainment Leadership Institute**

This event has previously been held in San Diego and is being relocated to Burbank in June 2022. Relocating the annual event to the City of Burbank, which is the hub of the art, media and entertainment industries will increase event attendance, provide more authentic work-based learning, and transform experiences for attendees. This event is expected to have 1,200 estimated room nights, and the sub-committee recommended approving a \$30,000 sponsorship for this event.

Tony Garibian made a motion to approve the sponsorship amounts recommended by the sub-committee allocating a total of \$110,000 in funding for MUSEXPO – California Entertainment Week, CTN Animation eXpo + CTN Live, and the Arts,

Media and Entertainment Leadership Institute events, seconded by Danny Kahn; motion carried 9-0.

K. Final IPW Booth Rendering

Marketing Consultant, Robin Faulk presented the final IPW booth rendering to the Board for review. The rendering includes approved imagery from Universal Studios Hollywood, Warner Bros. Studio Tour Hollywood, and the Hollywood Burbank Airport.

L. 2019 WTM and 2020 ITB Travel Expenses

ACTION ITEM

Marketing Consultant, Robin Faulk presented his travel expenses from two conferences, WTM 2019 and ITB 2020, to the Board for reimbursement.

Danny Kahn made a motion to approve Robin Faulk's outstanding 2019-2020 travel expenses as presented, seconded by Sundeep Vaghashia; motion passed 9-0.

M. HotelPlanner Renewal

ACTION ITEM

Marketing Consultant, Robin Faulk presented a summary of Visit Burbank's HotelPlanner preferred membership which is set to expire on October 1, 2021. Estimated cost for renewal is approximately \$6,479.00, depending upon the number of hotels that use the service.

Tony Garibian and Sundeep Vagashia requested that the Board remove any inactive hotels from the next HotelPlanner preferred membership.

Please note there was an error on the Agenda, the membership was due to expire October 1, 2021 instead of August 30, 2020.

Tony Garibian made a motion to approve the new HotelPlanner membership, seconded by Peter; motion passed 9-0.

N. Marketing Update

This item was tabled to the next scheduled meeting due to lack of time.

O. Board Approved Expenditures

ACTION ITEM

Staff requested transferring \$110,000 from the holding account to cover the following pre-approved expenses: consultant expenses of \$20,000, legal fees of \$20,000, marketing fees of \$20,000, sponsorship expenses of \$30,000 for events occurring prior to December 31, 2021, Hotel Planner expenses of \$7,000 and ongoing administrative expenses in the amount of \$13,000.

Tony Garibian made a motion to approve the fund transfer, seconded by Sundeep Vaghashia; motion passed 9-0.

P. Future Agenda Items

Board Members may introduce new items to place on a future agenda, but no discussion or action may be taken on the items.

- ONEBurbank Highspeed Internet Update
- Wonder Woman Statue Update

Q. ADJOURNMENT: Next tentative meeting October 20, 2021.