

Burbank Hospitality Association, Inc.

Meeting Agenda

February 19, 2020 at 3:00 PM
Residence Inn Burbank – Room Take 1 & 2
321 Ikea Way | Burbank, CA 91502

A. **Roll Call**

B. **Announcements**

C. **Public Comment**

Any person may address the Board on any matter related to the BHA. The public is only allowed to speak at this time for a maximum of five minutes.

D. **Response To Public Comment**

Any Board Member can respond to comments made by the public.

E. **Board Member Comments**

Board Members may comment on events attended and/or report any gift disclosures.

F. **Approval of Minutes**

ACTION ITEM

The Board will consider approval of the January 22, 2020 meeting minutes.

Recommendation: Staff recommends approval.

G. **Treasurer's Report**

The Treasurer will present a financial report for January 2020.

H. **Board Member Appointment – Universal Studios Representative ACTION ITEM**

Board Member Alan Puana decided not to seek reappointment to the BHA Board after his term expired on January 31, 2020. The Board will consider appointing Ali Schmidt, Director of Sales at Universal Studios Hollywood, to replace Mr. Puana's Board Member position, for a term beginning February 1, 2020 and ending July 1, 2021.

Recommendation: Appoint Ali Schmidt as a new Board Member to the BHA.

I. **Board Member Appointment – Holiday Inn**

ACTION ITEM

Newly appointed Board Member Louis Vasquez is no longer with Holiday Inn. The Board will consider appointing his replacement, for a term ending July 1, 2021.

Recommendation: Appoint a new Board Member to serve the remainder of the term.

J. Hotel Amaranio Renovations

Staff from the Hotel Amaranio will provide a presentation to the Board on the refresh of the lobby, restaurant and rooms.

Recommendation: Note and file.

K. Adoption of Resolution 2020-01 – Appointment of Sponsorship Advisory Committee Members ACTION ITEM

The Board will consider a resolution giving the BHA Board Chair authority to appoint new members to the Sponsorship Committee to replace members who have left the Board. With the change in Board Member appointments, a new resolution is required to appoint new members to the Sponsorship Advisory Committee for the purpose of reviewing sponsorship applications and making recommendations to the Board.

Recommendation: Adopt resolution granting the Board Chair the authority to appoint new temporary members to fill vacancies.

L. Adoption of Resolution 2020-02 – Procedures for Appointment of Standing Committee Members ACTION ITEM

The Board will consider a resolution formalizing a procedure for appointment of standing committee members. The draft resolution would appoint members of standing committees for one-year terms at the July annual meeting. Members of standing committees would be chosen by majority vote of the Board, with the Board Chair appointing new members to fill any vacancies during a term.

Recommendation: Adopt resolution formalizing procedure to appoint members for standing committees at the annual meeting.

M. Board Approved Expenditures ACTION ITEM

The Board will consider 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.

Recommendation: Staff recommends the Board approve a transfer of \$65,000.

N. 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.

Burbank Hospitality Association, Inc. Board Members

Tony Garibian, Coast Anabelle and Safari Inn, **Chair**
Danny Kahn, Warner Bros. Studio Tours, **Vice-Chair**
Sundeep Vaghashia, Travelodge, **Secretary and Treasurer**
Lucy Burghdorf, Hollywood Burbank Airport
Eric Ducat, Residence Inn

Tom Flavin, Burbank Chamber of Commerce
Adrian Pastrana, Quality Inn
Patrick Prescott, Community Development Director (ex-officio)
Alan Puana, Universal Studios Hollywood
Richard Sandoval, Burbank Airport Marriott, (non-voting)
Jeff Simons, Ramada By Wyndham Burbank Airport (non-voting)
Alan Tate, Burbank Airport Marriott
Tom Whelan, Hotel Amaranos
Vacant

Marketing Key Staff

Simone McFarland, Asst. Community Development Director
Mary Hamzoian, Economic Development Manager
Erika De Leon, Economic Development Analyst
Melissa Colasanto, Economic Development Analyst
Marissa Minor, Economic Development Analyst
Robin Faulk, Marketing Consultant

Administrative Key Staff

Teresa Mackey, Bookkeeping

Legal Counsel

Ryan T. Dunn, Colantuono, Highsmith & Whatley, PC

**ADJOURNMENT TO THE NEXT REGULARLY SCHEDULED MEETING,
TENTATIVELY SCHEDULED ON WEDNESDAY, MARCH 18, 2020 AT 3:00 PM,
LOCATION TO BE DETERMINED.**

The BHA Board is comprised of 11 voting members. Regular meetings are held monthly the third Wednesday of the month unless that is a City holiday. In that case, the Board will meet the first or second Wednesday. The BHA Board's primary function is to conduct business for marketing and advertising Burbank as a first-rate tourist and convention destination.

The agenda packet consists of documentation relating to agenda items on file at Economic Development Division of the Community Development Department located at 150 N. Third Street during normal business hours and will be posted on the Visit Burbank website at www.visitburbank.com. The Burbank Hospitality Association, Inc. meeting is disabled accessible. Auxiliary aids and services are available for individuals with speech, vision or hearing impairments (48-hour notice is required). Please contact the ADA Coordinator at 818.238.5424 voice or 818.238.5035 TDD with questions or concerns.