

Burbank Hospitality Association, Inc.

Meeting Agenda

March 12, 2020 at 3:00 PM

Burbank Chamber of Commerce – Board Room
200 W Magnolia Blvd. | 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 February 19, 2020, meeting minutes.

Recommendation: Staff recommends approval.

G. Treasurer's Report

The Treasurer will present a financial report for February 2020.

H. Board Member Appointment – Hilton Garden Inn

ACTION ITEM

With the resignation of Julio Flores, the Board has one vacant seat. The Board will consider appointing Richard Engelhard, General Manager of Hilton Garden Inn, for a term ending July 1, 2021.

Recommendation: Appoint Richard Engelhard, General Manager of Hilton Garden Inn, to serve the remainder of the term.

I. Universal Studios Hollywood Preferred Hotel Partnership Program

ACTION ITEM

The Board will consider a new agreement with Universal Studios Hollywood Preferred Hotel Partnership Program beginning March 2020.

Recommendation: Consider a new agreement with Universal Studios Hollywood Preferred Hotel Partnership Program beginning March 2020.

J. 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.

K. 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)
Richard Sandoval, Burbank Airport Marriott, (non-voting)
Ali Schmidt, Universal Studios Hollywood
Jeff Simons, Ramada By Wyndham Burbank Airport (non-voting)
Alan Tate, Burbank Airport Marriott
Tom Whelan, Hotel Amarano
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, APRIL 15, 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.