

BURBANK HOSPITALITY ASSOCIATION BOARD MEETING
Minutes for the Meeting of February 19, 2020
Residence Inn Burbank – 321 Ikea Way, Burbank, CA 91502

Members Present: Tony Garibian, Coast Anabelle and Safari Inn, Chair
Danny Kahn, Warner Bros. Studio Tours, Vice-Chair
Eric Ducat, Residence Inn
Tom Flavin, Burbank Chamber of Commerce
Adrian Pastrana, Quality Inn
Jeff Simons, Ramada By Wyndham Burbank Airport (non-voting)
Alan Tate, Burbank Airport Marriott
Tom Whelan, Hotel Amaranio

Members Absent: Sundeep Vaghashia, Travelodge, Secretary & Treasurer
Lucy Burghdorf, Hollywood Burbank Airport
Patrick Prescott, Community Development Director (ex-officio)
Richard Sandoval, Burbank Airport Marriott (non-voting)

Admin/Marketing Key Staff: Mary Hamzoian, Economic Development Manager
Erika De Leon, Economic Development Analyst
Melissa Colasanto, 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 3:01 p.m. on Wednesday, February 19, 2020.

A. Roll Call: There was a quorum.

B. Announcements

Staff announced the following:

- **China Ready Training** was postponed until April/May 2020 due to the Coronavirus outbreak.
- **Phase 1 of 2020 sponsorship applications** closed on February 3, 2020. Three applications were received and are being reviewed by staff. The Sponsorship Review Subcommittee meeting will be scheduled prior to the March 2020 meeting to discuss the submissions and provide a recommendation to the Board.

C. Public Comment

Nerissa Sugars, Director of Marketing Communication & Air Service for the Hollywood Burbank Airport, announced that Spirit Airlines will offer non-stop flights to Seattle, Washington starting June 10, 2020. Mrs. Sugars also noted that staff

from the Hollywood Burbank Airport has secured headquarter meetings to discuss service improvements with five out of the seven major airlines.

D. Response to Public Comment

There was no response.

E. Board Member Comments

- Tony Garbiban, BHA Chair, notified the Board that he has an upcoming meeting with Universal Studios Hollywood to receive an update on the Preferred Hotel Program.
- Mr. Garbiban also announced that JSX Airlines is now offering flights from Burbank to Lake Tahoe and to Monterey starting next month.

F. Approval of Minutes

ACTION ITEM

The meeting minutes of January 22, 2020 were approved.

Tom Whelan made a motion for approval, seconded by Tom Flavin; motion carried 7-0.

G. Treasurer's Report

Due to the absence of Treasurer Sundeep Vaghashia, Bookkeeper Teresa Mackey provided the Treasurer's Report. Ms. Mackey noted the total income of \$44,079.80 and total expenses of \$73,856.67 for the period January 2020, leaving a negative balance on hand of \$29,776.87. This negative balance was due to the assessments not yet being accounted for January and the TBID income not yet being reconciled.

H. Board Member Appointment – Universal Studios Representative

ACTION ITEM

The Board considered appointing Ali Schmidt, Director of Sales at Universal Studios Hollywood, to replace Mr. Puana's Board Member position, who stepped down, for a term beginning February 1, 2020 and ending July 1, 2021.

Danny Kahn made the motion to appoint Ali Schmidt as a new Board Member for a term beginning February 1, 2020 and ending July 1, 2021. Motion was second by Tom Whelan; motioned carried 7-0.

I. Board Member Appointment – Holiday Inn

ACTION ITEM

Item was tabled to a future meeting pending a replacement recommendation from the Holiday Inn.

J. Hotel Amarano Renovations

Tom Whelan, General Manager of Hotel Amarano, provided a presentation to the Board on the renovations to the hotel lobby, restaurant and rooms.

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

The Board considered a resolution giving the BHA Board Chair authority to appoint new members to the Sponsorship Committee to replace members who have left the Board.

Tom Flavin made the motion to adopt resolution 2020-01. Motion was second by Danny Kahn; motioned carried 7-0.

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

The Board considered a resolution formalizing a procedure for appointment of standing committee members. The resolution would appoint members of standing committees, including sponsorship, administrative, destination development, and marketing and design, 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.

Danny Kahn made the motion to adopt resolution 2020-02. Motion was second by Alan Tate; motioned carried 7-0.

M. Board Approved Expenditures **ACTION ITEM**

Staff requested 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.

Danny Kahn made a motion to transfer \$65,000 from the holding account. Motion was seconded Tom Whelan; motion carried 7-0.

N. Future Agenda Items

The following are future agenda items:

- Sponsorship Subcommittee
- Universal Preferred Hotel Program Update
- Hotel Planner Update

O. Adjournment

The T-BID will reconvene at the next Board Meeting scheduled for Wednesday, March 18, 2020, location to be determined. The meeting adjourned at 3:41 p.m.