

# Burbank Hospitality Association, Inc.

## Meeting Agenda

June 17, 2020 at 3:00 PM

**Join Zoom Meeting:**

<https://burbankca.zoom.us/j/98016311982?pwd=RXVkv3JSZTJYNFFMWDUvM3Q5VFI4dz09>

**Meeting ID:** 980 1631 1982

**Password:** 094645

**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 March 12, 2020, meeting minutes.

*Recommendation: Staff recommends approval.*

**G. Treasurer's Report**

The Treasurer will present financial report as of May 31, 2020.

**H. Budget Discussion - July to December 2020**

**ACTION ITEM**

Staff will present a draft six-month budget for July to December 2020 for the Board's review.

*Recommendation: Review and approve the draft six-month budget for July to December 2020.*

**I. Event Sponsorships**

**ACTION ITEM**

Creative Talent Network (CTN Animation eXpo) will make a presentation to the Board for a sponsorship in the amount of \$210,000 for Board consideration.

*Recommendation: Staff recommends the Board deliberate on the request and approve a sponsorship that is commensurate with the Sponsorship request and determine sponsorship allocation.*

**J. BHA Marketing Recovery Campaign Strategy ACTION ITEM**

Strausberg Group will present three phases of the Marketing Recovery Campaign Strategy for the Board's review.

*Recommendation: Review and approve the Recovery Campaign Strategy.*

**K. 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 July 2020 for \$10,000 per hotel, not to exceed \$100,000.

*Recommendation: Approve a new agreement with Universal Studios Hollywood Preferred Hotel Partnership Program beginning July 2020.*

**L. Board Approved Expenditures ACTION ITEM**

The Board will consider transferring \$80,000 from the holding account to cover the following pre-approved expenses: consultant expenses of \$20,000, legal fees of \$20,000, marketing fees of \$30,000, and ongoing administrative expenses in the amount of \$10,000.

*Recommendation: Staff recommends the Board approve a transfer of \$80,000.*

**M. 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**

Sundeeep Vaghashia, Travelodge, **Secretary and Treasurer**

Lucy Burghdorf, Hollywood Burbank Airport

Eric Ducat, Residence Inn

Richard Englehard, Hilton Garden Inn

Tom Flavin, Burbank Chamber of Commerce

Adrian Pastrana, Quality Inn

Ali Schmidt, Universal Studios Hollywood

Alan Tate, Burbank Airport Marriott

Tom Whelan, Hotel Amarano

Patrick Prescott, Community Development Director (ex-officio)

Richard Sandoval, Burbank Airport Marriott, (non-voting)

Jeff Simons, Ramada By Wyndham Burbank Airport (non-voting)

**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, JULY 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](http://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.