

# Burbank Hospitality Association, Inc.

## Meeting Agenda

### July 15, 2020 at 3:00 PM

Join Zoom Meeting:

<https://burbankca.zoom.us/j/94426213527?pwd=TGhEVjltQWpUeGhITC9UdmNkUExhdz09>

Meeting ID: 944 2621 3527

Password: 497251

**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 June 17, 2020, meeting minutes.

*Recommendation: Staff recommends approval.*

**G. Treasurer's Report**

The Treasurer will present financial report as of June 30, 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**

The Board will consider a sponsorship for Creative Talent Network (CTN Animation eXpo).

*Recommendation: Staff recommends a \$100,000 sponsorship contingent upon the event taking place.*

**J. Approve Tax Return for Calendar Year July 1, 2018 to June 30,2019**

**ACTION ITEM**

Staff will present the Tax Return for Calendar Year July 1, 2018 to June 30, 2019 for the Board's approval.

*Recommendation: Approve Tax Return for Calendar Year July 1, 2018 to June 30, 2019.*

**K. Board Member Term Renewal**

**ACTION ITEM**

The Board will consider renewing the following Board Member terms:

<b>Board Member</b>	<b>Current Term Ends</b>	<b>Next Term Ends</b>
Tom Flavin	August 1, 2020	July 1, <b>2021/2022</b>
Tony Garibian	October 1, 2020	July 1, <b>2021/2022</b>
Lucy Burghdorf	October 1, 2020	July 1, <b>2021/2022</b>
Tom Whelan	October 1, 2020	July 1, <b>2021/2022</b>
Eric Ducat	October 1, 2020	July 1, <b>2021/2022</b>

*Recommendation: Renew 3 Board Members for a term ending July 1, 2021 and 2 Board Members for a term ending July 1, 2022.*

**L. Executive Committee Positions**

**ACTION ITEM**

The Board will accept nominations for the reorganization of the Executive Committee positions including Chairperson, Vice Chairperson, Secretary, and Treasurer.

*Recommendation: Appoint Executive Committee Positions including Chairperson, Vice Chairperson, Secretary, and Treasurer.*

**M. Agreement Between Burbank Hospitality Association and Hotels for Universal Studios Hollywood Preferred Hotel Partnership Program**

**ACTION ITEM**

The Board will consider a separate agreement between the Burbank Hospitality Association and participating hotels for the Universal Studios Hollywood Preferred Hotel Partnership Program.

*Recommendation: Approve an agreement between the Burbank Hospitality Association and participating hotels for the Universal Studios Hollywood Preferred Hotel Partnership Program.*

**N. Board Approved Expenditures**

**ACTION ITEM**

The Board will consider transferring \$20,000 (or \$120,000, if CTN eXpo sponsorship request is approved) from the holding account to cover the following pre-approved expenses: consultant expenses of \$10,000, legal fees of \$5,000, CTN eXpo sponsorship funding of \$100,000 and ongoing administrative expenses in the amount of \$5,000.

*Recommendation: Staff recommends the Board approve a transfer of \$20,000 or \$120,000 if CTN eXpo sponsorship is approved.*

**O. 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, AUGUST 19, 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.