

Burbank Hospitality Association, Inc.

Meeting Agenda

August 19, 2020 at 3:00 PM

Join Zoom Meeting:

<https://burbankca.zoom.us/j/93581150539?pwd=YXBISGczTVloS2lXSnpKcnNVbk1lZz09>

Meeting ID: 935 8115 0539

Password: 966789

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 July 15, 2020, meeting minutes.

Recommendation: Staff recommends approval.

G. Treasurer's Report

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

H. Presentation on Upcoming Proposed Ordinance for Short-term Rentals

City staff from the Community Development Department will make a presentation to the Board on the current status of short-term rentals and the preparation of a proposed ordinance to allow and regulate short-term rentals in Burbank.

Recommendation: Note and file.

I. Creative Talent Network Event Sponsorship

ACTION ITEM

Creative Talent Network (CTN Animation eXpo) will present a contingency plan for the 2020 CTN Animation eXpo.

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. Economic Impact Update

City staff from the Community Development Department and StreetPlus will provide the Board with an overview of the City’s Homelessness Plan and StreetPlus services in response to COVID-19.

Recommendation: Note and file.

K. HotelPlanner Renewal

ACTION ITEM

Staff will provide a summary of Hotelplanner preferred membership that is set to expire on August 30, 2020. Estimated cost for renewal is approximately \$7,789, depending upon the number of hotels that use the service.

Recommendation: Renew annual membership to HotelPlanner.com, noting that this is not a budgeted item and if approved will need to come out of reserve funding.

L. Destination Development – DC Comics Art Installation Update

The Board will receive an update on the fabrication and installation of the bronze Batman monument at the AMC Walkway.

Recommendation: Note and file

M. 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 if approved) 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.

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

Danny Kahn, Warner Bros. Studio Tours, **Chair**
Alan Tate, Burbank Airport Marriott, **Vice-Chair**
Eric Ducat, Residence Inn, **Secretary**
Sundeep Vaghashia, Travelodge, **Treasurer**
Lucy Burghdorf, Hollywood Burbank Airport
Richard Englehard, Hilton Garden Inn
Tom Flavin, Burbank Chamber of Commerce
Tony Garibian, Coast Anabelle and Safari Inn
Adrian Pastrana, Quality Inn
Ali Schmidt, Universal Studios Hollywood

Tom Whelan, Hotel Amaranano
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, SEPTEMBER 16, 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.