

Burbank Hospitality Association, Inc.

Meeting Agenda

September 16, 2020 at 3:00 PM

Join Zoom Meeting:

<https://burbankca.zoom.us/j/96614355132?pwd=bTFjZjZRLTlpraWtaeXZJdnhXVXh4Zz09>

Meeting ID: 966 1435 5132

Password: 396778

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 August 19, 2020, meeting minutes.

Recommendation: Staff recommends approval.

G. Treasurer's Report

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

H. Board Member Appointment – Burbank Chamber of Commerce **ACTION ITEM**

With the resignation of Tom Flavin, the Board has one vacant seat. The Board will consider appointing Jamie Keyser, Interim CEO of Burbank Chamber of Commerce, to replace Mr. Flavin 's position, for a term ending July 1, 2021.

Recommendation: Appoint Jamie Keyser, Interim CEO of Burbank Chamber of Commerce, for a term ending July 1, 2021.

I. Additional Funds for Destination Development – DC Comics Art Installation Project **ACTION ITEM**

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

Recommendation: Staff recommends the Board approve allocating an additional \$15,000 for DC Comics Art Installation Project.

J. Creative Talent Network Event Sponsorship Update

The Board will receive an update on the budget assumptions for the \$50,000 sponsorship that was approved on August 19th for the 2020 CTN Animation eXpo.

Recommendation: Note and file.

K. Los Angeles Tourism & Convention Board Industry Update and Outlook Webinar – August 2020

Danny Kahn will provide an overview of the Los Angeles Tourism and Convention Board Industry Update and Outlook Webinar for August 2020.

Recommendation: Note and file.

L. Board Approved Expenditures

ACTION ITEM

The Board will consider transferring \$40,989 from the holding account to cover the following pre-approved expenses: consultant expenses of \$10,000, legal fees of \$5,000, additional expenses for DC Comics Art Installation Project of \$15,000, Hotel Planner Preferred Membership Program of \$5,989 and ongoing administrative expenses in the amount of \$5,000.

Recommendation: Staff recommends the Board approve a transfer of \$40,989.

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

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 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, OCTOBER 21, 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.