

Burbank Hospitality Association, Inc. Meeting Agenda

November 18, 2020 at 3:00 PM

Join Zoom Meeting:

<https://burbankca.zoom.us/j/95362402382?pwd=cVo2Z28wUVRad3ZEWmlwdGlreldgdz09>

Meeting ID: 953 6240 2382

Password: 202397

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 September 16, 2020, meeting minutes.

Recommendation: Staff recommends approval.

G. Treasurer's Report

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

H. Update on City of Burbank Short-term Rentals Ordinance

City staff from the Community Development Department will provide an update on the current status of short-term rentals ordinance.

Recommendation: Note and file.

I. Request for Letter of Support Regarding the City's Proposed Short-term Rental Regulation

ACTION ITEM

The Board will be asked to consider signing a letter of support to City Council and Planning Board.

Recommendation: Staff recommends the Board sign a letter of support for the City's proposed Short-term Rental Regulations.

J. Board Member Appointment – Hollywood Burbank Airport ACTION ITEM

With the resignation of Lucy Burghdorf, the Board has one vacant seat. The Board will consider appointing Nerissa Sugars, Director of Marketing, Communications and Air Service, at the Hollywood Burbank Airport, to replace Ms. Burghdorf's position, for a term ending July 1, 2021.

Recommendation: Appoint Nerissa Sugars, Director of Marketing, Communications and Air Service at the Hollywood Burbank Airport, to replace Ms. Burghdorf's position, for a term ending July 1, 2021.

K. Marketing Consultant Agreement and Scope of Work Update ACTION ITEM

The Board will receive an update from Marketing Consultant Robin Faulk on current projects and revised scope of work.

Recommendation: Review and evaluate the updated scope of work for Marketing Consultant Robin Faulk.

L. Board Approved Expenditures ACTION ITEM

The Board will consider transferring \$25,000 from the holding account to cover the following pre-approved expenses: consultant expenses of \$10,000, legal fees of \$5,000, and ongoing administrative expenses in the amount of \$10,000.

Recommendation: Staff recommends the Board approve a transfer of \$25,000.

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

Danny Kahn, Warner Bros. Studio Tours, **Chair**

Alan Tate, Burbank Airport Marriott, **Vice-Chair**

Eric Ducat, Residence Inn, **Secretary**

Sundeep Vaghashia, Travelodge, **Treasurer**

Richard Englehard, Hilton Garden Inn

Tony Garibian, Coast Anabelle and Safari Inn

Jamie Keyser, Burbank Chamber of Commerce

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
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, DECEMBER 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.