

**BURBANK HOSPITALITY ASSOCIATION BOARD MEETING  
Minutes for the Meeting of November 18, 2020**

**Join Zoom Meeting:**

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

Meeting ID: 953 6240 2382

Password: **202397**

Members Present: 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  
Jamie Keyser, Burbank Chamber of Commerce (arrived 3:15pm)  
Adrian Pastrana, Quality Inn  
Ali Schmidt, Universal Studios Hollywood  
Tom Whelan, Hotel Amarano (left at 4pm)  
Jeff Simons, Ramada By Wyndham Burbank Airport (non-voting)

Members Absent: Tony Garibian, Coast Anabelle and Safari Inn  
Patrick Prescott, Community Development Director (ex-officio)  
Richard Sandoval, Burbank Airport Marriott (non-voting)

Admin/Marketing Key Staff: Mary Hamzoian, Economic Development Manager (arrived 3:15pm)  
Erika DeLeon, Economic Development Analyst  
Marissa Minor, Economic Development Analyst  
Robin Faulk, Marketing Consultant

Bookkeeping Staff: Teresa Mackey, Bookkeeping

General Counsel: Ryan Dunn, Colantuono, Highsmith & Whatley, PC

The Burbank Hospitality Association (BHA) Board Meeting was called to order at 3:05 p.m. on Wednesday, November 18, 2020.

**A. Roll Call:** There was a quorum.

**B. Announcements**

Staff announced the following:

- Announced the installation of Batman Statue would take place Thursday, November 19<sup>th</sup> and unveiling on Friday, November 20<sup>th</sup>. Visit Burbank sponsored the comic book giveaway contest via social media.
- HotelPlanner hosted a training with hoteliers on how to maximize their service as a preferred hotel.

- At the previous request of Board Member Garibian, staff notified the Board that all TBID Assessments from hotels are currently up to date.
- The City revised the current Emergency Order closing San Fernando from Magnolia to Angeleno through January 18, 2021.
- Announced the new holiday décor installation in Downtown Burbank. The City of Burbank has also provided additional funds and holiday décor upgrades to Magnolia Park.
- Announced various new restaurants and stores around Burbank - Cheebo Express, Via Selfie Kitchen, BLVD TACO, The Morrison, Tacos 1986, Ubatuba Acai, Blazin' Burgers and Chicken, and Aldi.

**C. Public Comment**

There were no public comments

**D. Response to Public Comment**

There was no response.

**E. Board Member Comments**

There were no Board Member comments

**F. Approval of Minutes**

**ACTION ITEM**

The meeting minutes of September 16, 2020, were approved.

Sundeep Vaghashia made a motion for approval, seconded by Tom Whelan; motion carried 8-0.

Jamie Keyser and Mary Hamzoian joined the meeting at 3:15 pm

**G. Treasurer's Report**

Treasurer, Sundeep Vaghashia, provided the Treasurer's Report noting the total liabilities and equity of \$630,619.61 as of October 31, 2020. Mr. Vaghashia also noted total income of \$83,455.70 posted from July to October 2020. As of October 2020, a loss of \$146,751.18 was reported signifying that more money was spent during this period than assessments received moving forward. Mr. Vaghashia requested for staff to provide two months' worth of financials as part of the treasurer's report.

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

Karen Pan from Community Development provided an update on the current status of short-term rentals ordinance. The ordinance will be presented to the Planning Board on December 14, 2020 and City Council in January 2021.

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

The Board deliberated on the Short-Term Rental ordinance and was asked to consider signing a letter of support to City Council and Planning Board. The proposed regulations are important to the Burbank Hospitality Association because they directly impact the existing hotel industry in Burbank. While short-term rentals are a competing business and add more hotel-like options for guests, the proposed regulations bring short-term rentals under a similar regulatory structure to the one currently governing Burbank's hotels. The Board believes that the proposed regulations will address community concerns regarding short-term rentals, and the business license requirements will be critical in ensuring the regulations are enforced properly. The proposed Good Neighbor policy will also ensure residential neighborhoods are clean; quiet hours are enforced; and on-site parking is available for guests. The City's idea of limiting the number of business licenses will help prevent the proliferation of short-term rentals throughout the City and will lessen the impacts that neighborhoods may see from short-term rentals. For these reasons, the Board approved a letter of support to City Council and Planning Board.

Sundee Vaghashia made a motion to approve a letter of support, seconded by Eric Ducat; motion carried 8-1, noting the no vote from Ali Schmidt.

**J. Board Member Appointment – Hollywood Burbank Airport      ACTION ITEM**

The Board considered appointing Nerissa Sugars, Director of Marketing, Communications and Air Service, at the Hollywood Burbank Airport, to fill the vacancy left by Lucy Burghdorf's seat on the Board, for a term ending July 1, 2021.

Tom Whelan made a motion to appoint Nerissa Sugars for a term ending July 1, 2021, seconded by Alan Tate, motion carried 9-0.

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

The Board received an update from Marketing Consultant Robin Faulk on current projects and revised scope of work. Moving forward, Robin Faulk will have a standing item on the agenda to provide the Board with routine updates moving forward.

Board requested to review current scope of services on agreement and bring back an amendment if needed. No action was taken at this time.

Tom Whelan left meeting at 4 pm.

**L. Board Approved Expenditures**

Staff requested 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.

Sundee Vaghashia made a motion to transfer \$25,000 from the holding account, seconded by Jamie Keyser; motion carried 9-0.

**M. Future Agenda Items**

The following are future agenda items:

- New six-month budget January 2021 to June 2021
- Review of Marketing Strategies
- Airport passenger statistics will be presented to the Board via Board Member comments slide and part of the agenda packet
- December meeting canceled dependent on agenda items

**N. Adjournment**

The December T-BID meeting will most likely be cancelled. The Board will reconvene at the next Board Meeting tentatively scheduled for Wednesday, January 20, 2021, location to be determined. The meeting adjourned at 4:08 p.m.