

Burbank Hospitality Association, Inc.

Meeting Agenda

April 21, 2021 at 3:00 PM

Join Zoom Meeting:

<https://zoom.us/j/99753055733?pwd=cTRUWHpHdG5TRkxvdXdhaHNWRHRuQT09>

Meeting ID: 997 5305 5733

Passcode: 512536

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 March 17, 2021, meeting minutes.

Recommendation: Staff recommends approval.

G. Treasurer's Report

The Treasurer will present financial report as of March 31, 2021.

H. Homelessness Update

Simone McFarland, Community Development Department, will present an update on Homelessness and the recent property purchase on Front St. for future storage facility.

I. StreetPlus Ambassador Program Update

Robert "Bob" Newman will provide a presentation on the City's StreetPlus Ambassador program.

J. Visit Burbank Sponsorships

ACTION ITEM

The Board will discuss whether or not it wants to pursue the event sponsorship program for Fiscal Year 2021/2022 and if reserve funding should be allocated towards the program.

Recommendation: Staff recommends the Board provide direction on event sponsorship program.

K. Board Term Expirations ACTION ITEM

Staff will present an update on term extensions for Alan Tate, Adrian Pastrana, and Danny Kahn, set to expire April 1, 2021.

Recommendation: Staff recommends the Board approve extending Board Members to July 1, 2022.

L. Acceptance of 2019 – 2020 Audit Review ACTION ITEM

The Board will consider acceptance of the 2019-2020 financial audit.

Recommendation: Staff recommends the Board approve the comprehensive audit.

M. 2021 IPW and Trade Show Booth ACTION ITEM

The Board will consider attending the 2021 IPW Conference in Las Vegas and possible trade show booth options.

Recommendation: Staff recommends the Board provide direction on trade show attendance and booth options.

N. Marketing Update

Marketing Consultant Robin Faulk will provide an update on the current and ongoing marketing projects.

Recommendation: Note and file.

O. Board Approved Expenditures ACTION ITEM

The Board will consider transferring \$42,000 from the holding account to cover the following pre-approved expenses: consultant expenses of \$10,000, legal fees of \$7,000, marketing fees of \$15,000, and ongoing administrative expenses in the amount of \$10,000.

Recommendation: Staff recommends the Board approve a transfer of \$42,000.

P. 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.

Q. ADJOURNMENT: Next tentative meeting May 19, 2021.

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
Nerissa Sugars, Hollywood Burbank Airport
Tom Whelan, Hotel Amarano
Patrick Prescott, Community Development Director (ex-officio)
Richard Sandoval, Burbank Airport Marriott, (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, MAY 19, 2021 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.