

Burbank Hospitality Association, Inc.

Meeting Agenda

May 19, 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 April 21, 2021, meeting minutes.

Recommendation: Staff recommends approval.

G. Treasurer's Report

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

H. Board Member Appointment

ACTION ITEM

With the resignation of Tom Whelan, the Board has one vacant seat. The Board will consider two board member applications to replace Mr. Whelan's position, for a term ending July 1, 2021. Staff received two applications:

- Peter Kolla, Hotel Amarano General Manager
- Marisa Di Domenico, The Burbank Historical Society (The Gordon R Howard Museum) Board Member

Recommendation: Appoint one member to replace Mr. Whelan's position, for a term ending July 1, 2021.

I. 90-Day Restaurant Campaign Update

Jamie Keyser from the Chamber of Commerce will provide an update regarding the restaurant recovery campaign.

J. Destination Development

Staff will provide an update from the Destination Development meeting held on May 11, 2021.

K. Sponsorship Subcommittee

Staff will provide an update from the Sponsorship Subcommittee meeting held on May 12, 2021.

L. Board Term Expirations

ACTION ITEM

Board will consider term extensions for Sundeep Vaghashia, set to expire May 1, 2021.

Recommendation: Staff recommends the Board approve extending Board Member Sundeep Vaghashia to July 1, 2022.

M. Marketing Update

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

Recommendation: Note and file.

N. Board Approved Expenditures

ACTION ITEM

The Board will consider transferring \$40,000 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 \$8,000.

Recommendation: Staff recommends the Board approve a transfer of \$40,000.

O. 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.

P. ADJOURNMENT: Next tentative meeting June 16, 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

Patrick Prescott, Community Development Director (ex-officio) Richard Sandoval, Burbank Airport Marriott, (non-voting)
<u>Marketing Key Staff</u> 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
<u>Administrative Key Staff</u> Teresa Mackey, Bookkeeping
<u>Legal Counsel</u> Ryan T. Dunn, Colantuono, Highsmith & Whatley, PC

ADJOURNMENT TO THE NEXT REGULARLY SCHEDULED MEETING, TENTATIVELY SCHEDULED ON WEDNESDAY, JUNE 16, 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.