

# Burbank Hospitality Association, Inc.

## Meeting Agenda

June 23, 2021 at 3:00 PM

In Person:

Hilton Garden Inn Burbank Downtown – The Polo Room  
401 S San Fernando Blvd, Burbank, CA 91502

Join Virtually via Zoom:

<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 May 19, 2021, meeting minutes.

*Recommendation: Staff recommends approval.*

**G. Treasurer's Report**

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

**H. Burbank Historical Society and Gordon R. Howard Museum**

Historical Society Board Member Marisa Di Domenico will provide a presentation on the Burbank Historical Society and Gordon R. Howard Museum.

**I. 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.

**J. Fiscal Year 2021-2022 Budget**

**ACTION ITEM**

The Board will consider approval of the six-month Fiscal Year 2021-2022 Budget.

*Recommendation: Staff recommends approval.*

- K. 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.*

- L. Strausberg Media Plan 2021-2022** **ACTION ITEM**  
The Board will consider approval of the six-month media plan.

*Recommendation: Staff recommends approval.*

- 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 July 21, 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  
Peter Kolla, Hotel Amarano  
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)

**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  
Megan Anghel, 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, JULY 21, 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](http://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.