

BURBANK HOSPITALITY ASSOCIATION BOARD MEETING

Minutes for the Meeting of May 19, 2021

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Meeting ID: 997 5305 5733

Passcode: 512536

Members Present: Danny Kahn, Warner Bros. Studio Tours, Chair
Alan Tate, Burbank Airport Marriott, Vice- Chair
Eric Ducat, Residence Inn, Secretary
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

Members Absent: Nerissa Sugars, Hollywood Burbank Airport
Sundeep Vaghashia, Travelodge, Treasurer
Patrick Prescott, Community Development Director (ex-officio)
Richard Sandoval, Burbank Airport Marriott (non-voting)

Admin/Marketing Key Staff: Mary Hamzoian, Economic Development Manager
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 3:03 p.m. on Wednesday, May 19th, 2021.

A. Roll Call: There was a quorum with eight members present and two members absent – Sundeep Vaghashia and Nerissa Sugars.

B. Announcements

Staff announced the following:

- Hospitality and Tourism Economic Recovery Taskforce Outreach is scheduled for May 27, 2021
- Mary Hamzoian shared details on the Starlight Bowl Concert Series. Events will be managed by Sterling Venue Ventures and LA Concert Group. A total of 15 concerts have already been published and tickets for sale.

C. Public Comment

Board member applicants introduced themselves.

Peter Kolla, General Manager of Hotel Amaranos and Marisa Di Domenico, Burbank Historical Society Board Member. Ms. Di Domenico requested to retract her application for consideration.

D. Response to Public Comment

Board Members Danny Kahn and Jamie Keyser welcomed the applicants to the meeting and thanked them for their interest.

E. Board Member Comments

No Board Member comments were given.

F. Approval of Minutes

ACTION ITEM

The meeting minutes of April 21, 2021 were approved.

Ali Schmidt made a motion to approve the minutes, seconded by Eric Ducat; motion passed 8-0.

G. Treasurer's Report

Bookkeeper Teresa Mackey Treasurer's Report for March and April 2021. Total income for March 2021 of \$39,813.03 and \$16,646.31 for April 2021 thus far (month not closed yet). Total expenses for March were \$38,456.22 and \$20,149.64 for April thus far. A net income of \$1,356.81 was reported in March 2021 and net loss of \$20,149.64 is being reported for April thus far. Total assets equal \$704,780.25 as of April 30, 2021.

H. Board Member Appointment

ACTION ITEM

With the resignation of Tom Whelan, the Board had one vacant seat. The Board received two board member applications to replace Mr. Whelan's position, for a term ending July 1, 2021. Staff received two applications – Peter Kolla and Marisa Di Domenico.

Ms. Di Domenico requested to retract her application because she concluded that a representative from a Burbank hotel would be more beneficial to the BHA than an at large representative. She requested to keep receiving meeting invites to attend the public meetings when possible.

For this reason, Eric Ducat made the motion to appoint Peter Kolla, Hotel Amaranos General Manager, to the Board. Motion was seconded by Tony Garibian; motion passed 8-0.

I. 90-Day Restaurant Campaign Update

Jamie Keyser, Chamber of Commerce CEO, provided an update regarding the restaurant recovery campaign, Chow Down Burbank

J. Destination Development

Erika De Leon provided an update from the Destination Development Subcommittee meeting held on May 11, 2021. The Subcommittee discussed the Selfie Spot (statue) program and brainstormed on additional locations for a Wonder Woman statue. Preliminary discussions with DC Comics identified that they were interested in moving forward with a Wonder Woman statue with a potential location at the new Warner Bros. Studio Tour Hollywood Visitor Center site. Danny Kahn is working with his staff on identifying potential locations for the statue on that site. The Board will be updated on the progress of the project.

K. Sponsorship Subcommittee

Erika De Leon provided an update from the Sponsorship Subcommittee meeting held on May 12, 2021.

The Committee discussed the BHA Sponsorship Program and decided to make the following changes to the application form and terms, 1) sponsorship will only be granted if the room block indicated on the application is actually met, 2) 50% of funding will be provided upfront and the remaining 50% will be provided once all sponsorship requirements are met. The committee hopes to continue sponsoring successful events and also bring in smaller events to spread the wealth. Some future events include:

- Arts, Media, and Entertainment Institute
- Antique and Vintage Art expo (Dolphin Productions)
- Sporting and gaming events, etc.

The committee agreed to open the application process in July. Applications would be presented to the committee in August, and to the BHA board in September.

L. Board Term Expirations

ACTION ITEM

Sundeep Vaghashia's term expired on May 1, 2021. Mr. Vaghashia agreed to extending his term to July 1, 2022 in accordance with the Board approved policy.

Tony Garibian made a motion to extend Sundeep Vaghashia's term to July 1, 2022; seconded by Richard Englehard; motion passed 8-0.

M. Marketing Update

Marketing Consultant Robin Faulk provided an update on the current and ongoing marketing projects. Updates included recent Director of Sales meetings, media campaign and results, website blog posts, and Batman comic giveaway results.

N. Board Approved Expenditures

ACTION ITEM

The Board considered 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.

Tony Garibian made a motion to transfer \$40,000 from the holding account; seconded by Danny Kahn; motion passed 8-0.

O. Future Agenda Items

Future agenda items include:

- Fiscal Year 2021 – 2022 budget and IPW
- Burbank Historical Society presentation
- Annual Meeting Term Renewal

P. ADJOURNMENT:

The meeting adjourned at 4:11 PM

DRAFT