

Burbank Hospitality Association, Inc.

Meeting Agenda

September 15, 2021 at 3:00 PM

Join Zoom Meeting:

<https://us06web.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 July 28, 2021, meeting minutes.

Recommendation: Staff recommends approval.

G. Treasurer's Report

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

H. Worker Protection Ordinance Presentation

Heather Rozman, Executive Director of the Hotel Association of Los Angeles, will present informational materials about the proposed Los Angeles Worker Protection Ordinance.

I. Finance Department TBID Assessment Presentation

Finance Staff will provide an informational presentation on how the TBID assessment is posted to the City books.

J. Phase 1 Sponsorship Applications

ACTION ITEM

Staff will present information on Phase 1 sponsorship applications from The Creative Talent Network Expo, Dragonfest, MUSEXPO – California Entertainment Week, and Arts Media and Entertainment Leadership Institute. The Sponsorship Advisory

Committee will present their review and fund allocation recommendation to the Board for approval.

Recommendation: Staff recommends the Board consider input from the Sponsorship Advisory Subcommittee in determining sponsorship allocations for Phase I applicants.

K. Final IPW Booth Rendering

The Board will review the final IPW booth rendering approved by Universal Studios, Warner Bros. Studio Tour Hollywood, and the Hollywood Burbank Airport.

Recommendation: No approval needed, note and file.

L. 2019 WTM and 2020 ITB Travel Expenses ACTION ITEM

Marketing Consultant Robin Faulk will present travel expenses from WTM 2019 and ITB 2020 that were not requested for reimbursement following the conferences.

Recommendation: Consider approving travel reimbursement for Robin Faulk's expenses.

M. HotelPlanner Renewal ACTION ITEM

Staff will provide a summary of HotelPlanner preferred membership that is set to expire on August 30, 2020. Estimated cost for renewal is approximately \$6,479.00, depending upon the number of hotels that use the service.

Recommendation: Renew annual membership to HotelPlanner.com and allocate reserve funds for the annual membership fee.

N. Marketing Update

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

O. Board Approved Expenditures ACTION ITEM

The Board will consider transferring \$110,000 from the holding account to cover the following pre-approved expenses: consultant expenses of \$20,000, legal fees of \$20,000, marketing fees of \$20,000, sponsorship expenses of \$30,000, Hotel Planner expensed of \$7,000 and ongoing administrative expenses in the amount of \$13,000.

Recommendation: Staff recommends approval of \$110,000 transfer.

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.

- ONEBurbank Highspeed Internet Update

Q. ADJOURNMENT: Next tentative meeting October 20, 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**
Sundeeep Vaghashia, Travelodge, **Treasurer**
Richard Englehard, Hilton Garden Inn
Tony Garibian, Coast Anabelle and Safari Inn
Jamie Keyser, Burbank Chamber of Commerce
Peter Kolla, Hotel Amaranio
Adrian Pastrana, Quality Inn
Ali Schmidt, Universal Studios Hollywood
Nerissa Sugars, Hollywood Burbank Airport
Patrick Prescott, Community Development Director (ex-officio)

Marketing Key Staff

Simone McFarland, Asst. Community Development Director
Mary Hamzoian, Economic Development Manager
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, OCTOBER 20, 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.