

BURBANK HOSPITALITY ASSOCIATION BOARD MEETING
Minutes for the Meeting of July 28, 2021

Virtually via Zoom:

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

Meeting ID: 997 5305 5733

Passcode: 512536

- Members Present: Danny Kahn, Warner Bros. Studio Tours, Chair
Eric Ducat, Residence Inn, Secretary
Sundeep Vaghashia, Travelodge, Treasurer
Richard Englehard, Hilton Garden Inn
Tony Garibian, Coast Anabelle and Safari Inn
Adrian Pastrana, Quality Inn
Ali Schmidt, Universal Studios Hollywood (arrived at 3:35 pm)
Jamie Keyser, Burbank Chamber of Commerce
Nerissa Sugars, Hollywood Burbank Airport
- Members Absent: Alan Tate, Burbank Airport Marriott, Vice- Chair
Peter Kolla, Hotel Amaranco
Patrick Prescott, Community Development Director (ex-officio)
Richard Sandoval, Burbank Airport Marriott (non-voting)
- Members of the Public: Jeff Rector, Burbank International Film Festival President
Marisa Di Domenico, Historical Society Board Member
- Admin/Marketing Key Staff: Mary Hamzoian, Economic Development Manager
Erika DeLeon, Economic Development Analyst
Megan Anghel, 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 3:02 p.m. on Wednesday, July 27, 2021.

A. Roll Call: There was a quorum with eight (8) members present and three (3) members absent –Alan Tate, Ali Schmidt (arrived late), and Peter Kolla.

B. Announcements

Staff announced the following items:

- New COVID order protocols encourage that the Board continues to meet virtually. A notification will be sent out once in-person meetings resume.

- Magnolia Park “Night Out”, formally known as Ladies and Gents Night Out, has resumed. The first event was held Friday, July 30th along Magnolia Blvd in Magnolia Park.
- The following “now open” and “coming soon” businesses were presented:
 - Finney’s Craffhouse
 - CA Fish Grill near media district
 - Milano Café and Deli soon
 - Burbank Terrace (old Burbank Bar and Grill)
 - Nineteen 85 Nail Salon
 - Unique Vintage (moved from Mag Park to DTNBUR)
 - Chicken Me UP
 - Smashed Burger
 - The Kebab Shop
 - Random Acts of Breadness
 - Mendocino Farms (Media District)
 - Randy’s Donut (Avion Burbank)
 - Spotless Burger
 - Urbane Café
- The 16 new electric vehicle charging stations in the upper Community Development Parking Lot (near to the Wells Fargo) were installed on July 12th.
- Sponsorship Applications are available on the Visit Burbank website. Deadline to submit is August 6th.
- The Short-Term Rental update will be taken to Planning Board on August 23rd and to the City Council Meeting on September 14th. A letter of support was not requested at the June meeting. However, if any Board Member wishes to express any concerns, they can do so at the scheduled meetings.
- Erika De Leon announced her resignation from the City of Burbank, effective August 13th. Megan Anghel and Mary Hamzoian will be the point of contact for the association.

C. Public Comment

Public Comment was given by Jeff Rector from the Burbank International Film Festival. Mr. Rector shared that the Film Festival is returning to an in-person event in September 2021. The Festival will honor the Bridges family for their work in the entertainment industry. Mr. Rector is seeking marketing/exposure support from Visit Burbank. Staff will work on promoting the festival on the Visit Burbank website, newsletter, and social media.

D. Response to Public Comment

The Board thanked Mr. Rector for his update.

E. Board Member Comments

Nerissa Sugars provided a May and June Air Service update on the Hollywood Burbank Airport (BUR). In May 2021, BUR reported 245,844 passengers, up 43% from April 2021, and down 50% from 2019. In June 2021, a total of 359,104 passengers were reported, up 46% from May 2021, and down 31% from 2019. Frontier Airlines will start service to Denver, Phoenix and Las Vegas on July 15th and JetBlue will be resuming service to NYC-JFK on September 8th. Lastly, Avelo Airlines will be starting four new services in

September and October to: Monterey, CA; Provo, UT; St. George, UT; and Ft. Collins-Loveland, CO.

Eric Ducat, Residence Inn General Manager, presented the “Hotel Worker Protection Ordinance” introduced at the Los Angeles City Council meeting. Mr. Ducat expressed his concern as a Burbank hotelier and the detrimental impacts this would have in the City. There was a consensus from the Board to place an informational presentation at the August 2021 meeting and invite Hotel Association of Los Angeles (HALA) Executive Director, Heather Rozman, to present the item.

F. Approval of Minutes

ACTION ITEM

The meeting minutes of June 23, 2021, were approved.

Tony Garibian made a motion to approve the minutes, seconded by Jaime Keyser; motion passed 8-0.

G. Treasurer’s Report

Sundeep Vaghashia provided the Treasurer’s Report for May 2021. Total income for May 2021 was \$35,196.62. Total expenses for May were \$32,548.71. A net income of \$2,647.91 was reported in May 2021. Total assets equal \$736,582.83 as of May 31, 2021.

Tony Garibian expressed concerns of delayed assessment reporting. Mary Hamzoian stated that the City’s reconciliation period is about one to two months delayed and causes assessments to be posted late. To clarify the City’s accounting method, staff will invite the City’s Finance department to present at the next meeting.

Ali Schmidt entered the meeting at 3:35 p.m.

H. Burbank Storage Facility Update

Marcos Gonzalez, Housing Development Manager from Community Development, provided the Board with an update on the homeless storage facility located at 401 S. Front Street. The program will be named “SAFE” and is expected to open September 2021. Operating hours will be Monday to Friday from 8 a.m. to 3 p.m. The Board expressed that they would like to see an increase in the StreetPlus team or security service around the area. Mr. Gonzalez mentioned that StreetPlus will increase monitoring the area during non-operating hours to control loitering. In addition, outreach wrap around services will be provided City-wide by an agency that is yet to be determined.

H. Strausberg Media Plan 2021-2022

ACTION ITEM

Lauren Halley and Ezra Strausberg from the Strausberg Group provided the Board with an end-of-year media plan update and included an overview of the media marketing and strategic plan for the next six-months (July 2021 through December 2021). Strategies for the upcoming period will continue to focus on increasing hotel occupancy, increasing sales at businesses and restaurants,

capturing the increasing market of travelers and continuing to target nonstop fly and drive markets. The total Media Strategy budget will cost \$94,200 for the six-month plan.

Tony Garibian questioned the ability to track the performance of the ads as a method of return on investment. Unfortunately, the marketing strategy is not able to determine hotel revenue in correlation to social and digital ads. Mr. Strausberg expressed that the marketing strategy is primarily focused on driving people to the Visit Burbank website.

Ali Schmidt made a motion to approve the plan, seconded Tony Garibian; motion passed 9-0.

I. 2021 IPW Trade Show Booth Renderings ACTION ITEM

Robin Faulk shared the IPW Booth rendering to the Board prepared by Strausberg. The Board suggested to alter the backdrop in a collage format on top, given that the bottom of the image gets lost behind the furniture. Staff will work with Strausberg to create a new backdrop rendering with the furniture in place. Due to the limited timeline, the rendering will be shared with the Hollywood Burbank Airport, Universal Studios, and Warner Bros. Studio Tour Hollywood for final approval before sending it to production. The final rendering will be shared with the Board at the next meeting.

Tony Garibian made the motion to move forward with the IPW booth rendering once all three parties agree on the final design, seconded by Eric Ducat; motion passed 9-0.

J. Board Member Term Renewal ACTION ITEM

The Board approved the following Board Member term renewals as part of their annual meeting:

Board Member	Current Term Ends	Next Term Ends
Peter Kolla	July 1, 2021	July 1, 2023
Ali Schmidt	July 1, 2021	July 1, 2023
Nerissa Sugars	July 1, 2021	July 1, 2023
Jamie Keyser	July 1, 2021	July 1, 2023
Richard Engelhard	July 1, 2021	July 1, 2023

Richard Sandoval provided an email stating that he will be resigning from the Board as non-voting member. This did not require a Board vote, but the Board was made aware that Mr. Sandoval will be removed from the roster and all BHA communication going forward.

Danny Kahn made a motion to renew the five Board Member terms, seconded by Sundeep Vaghashia; motion passed 9-0.

K. Executive Committee Positions

ACTION ITEM

The Board approved the following Executive Committee positions as a part of the annual meeting:

Executive Committee Positions	Current Board Member
Chair	Danny Kahn
Vice Chair	Alan Tate
Secretary	Eric Ducat
Treasurer	Sundee Vaghashia

Nerissa Sugars made a motion to renew the Executive Committee Positions, seconded by Tony Garibian; motion passed 9-0.

L. Sponsorship Advisory Subcommittee Positions

ACTION ITEM

The Board approved the following Sponsorship Advisory Committee positions as a part of the annual meeting: Danny Kahn, Alan Tate, Sundee Vaghashia, Tony Garibian, and Eric Ducat.

Tony Garibian made a motion to approve the five Board Members to the Sponsorship Subcommittee, seconded by Danny Kahn; motion passed 9-0.

M. Destination Development Ad Hoc Committee Positions

ACTION ITEM

The Board approved the following Destination Development Ad Hoc Committee positions as a part of the annual meeting: Danny Kahn, Nerissa Sugars, Tony Garibian, Ali Schmidt and Sundee Vaghashia.

Tony Garibian made a motion to renew the five Destination Development Ad Hoc Committee Members, seconded by Danny Kahn; motion passed 9-0.

N. Destination Development Ad Hoc Committee Update

The Destination Development Ad Hoc Committee met on Tuesday, July 20th to discuss potential locations for the new Wonder Woman statue at the Warner Bros. Studio Tour Hollywood Visitor Center. Renderings of the statue were presented to the Board. The Board was in consensus of moving forward with the renderings and the location of the statue.

Staff will work on creating a project management timeline to track the progress of the statue.

Jaime Keyser left the meeting at 5:00 p.m.

O. Board Approved Expenditures

ACTION ITEM

Staff requested transferring \$60,000 from the holding account to cover the following pre-approved expenses:

- Consultant Expenses of \$20,000;

- Legal Fees of \$10,000;
- Marketing Fees of \$20,000;
- and Ongoing Administrative Expenses in the amount of \$10,000.

Tony Garibian made the motion to add IPW expenses of \$25,000, for a total transfer of \$85,000 from the holding account. Motion was seconded by Danny Kahn; motion passed 9-0.

P. Future Agenda Items

- Sponsorship Applications
- "Worker Protection" Presentation
- ONEBurbank Highspeed Internet Update
- Finance Department TBID Assessment Presentation
- Final IPW Booth Rendering

Q. ADJOURNMENT: The meeting was adjourned at 5:17 p.m.

DRAFT