

Burbank Hospitality Association, Inc.

Meeting Agenda

October 27, 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 September 15, 2021, meeting minutes.

Recommendation: Staff recommends approval.

G. Treasurer's Report

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

H. Dragonfest Discussion

ACTION ITEM

Michael Matsuda will make a request to the Board to reconsider sponsorship funding for the Dragonfest Event.

Recommendation: Pending further Board discussion.

I. Marketing Update

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

Recommendation: Note and file.

J. IPW Update and Summary

Marketing Consultant, Robin Faulk will update the Board on the September 18-22, 2021 International Pow Wow (IPW) Trade Show Convention.

Recommendation: Note and file.

K. Approve Tax Return for Fiscal Year July 1, 2020 - June 30, 2021 ACTION ITEM

Staff will present the Tax Return for Fiscal Year July 1, 2020 to June 30, 2021 for the Board's approval.

Recommendation: Approve Tax Return for Fiscal Year July 1, 2020 to June 30, 2021.

L. CA Relief Grant Update

Staff will provide an update on the \$15,000 CA Relief Grant awarded to the Burbank Hospitality Association and its potential uses.

Recommendation: Note and File.

M. 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 \$10,000, marketing fees of \$10,000, and ongoing administrative expenses in the amount of \$10,000.

Recommendation: Staff recommends approval of \$40,000 transfer.

N. 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.

O. ADJOURNMENT: Next tentative meeting November 17, 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 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.