

BURBANK HOSPITALITY ASSOCIATION BOARD MEETING

Minutes for the Meeting of April 21, 2021

Join Zoom Meeting:

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Meeting ID: 997 5305 5733

Passcode: 512536

- Members Present: Danny Kahn, Warner Bros. Studio Tours, Chair
Eric Ducat, Residence Inn, Secretary
Sundee Vaghashia, Travelodge, Treasurer
Richard Englehard, Hilton Garden Inn
Tony Garibian, Coast Anabelle and Safari Inn
Jamie Keyser, Burbank Chamber of Commerce
Ali Schmidt, Universal Studios Hollywood
Nerissa Sugars, Hollywood Burbank Airport
- Members Absent: Alan Tate, Burbank Airport Marriott, Vice- Chair
Adrian Pastrana, Quality Inn
Patrick Prescott, Community Development Director (ex-officio)
Richard Sandoval, Burbank Airport Marriott (non-voting)
- Admin/Marketing Key Staff: Simone McFarland, Assistant Community Development Director
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 3:02 p.m. on Wednesday, March 17th, 2021.

A. Roll Call: There was a quorum with eight members present and two members absent – Alan Tate and Adrian Pastrana.

B. Announcements

Staff announced the following:

- Hospitality community will receive an invitation to an Economic Development Taskforce Outreach meeting in May.
- Monthly Director of Sales (DOS) meeting update – Staff has been hosting DOS monthly meetings which have proven to be a great way to keep DOS updated on Visit Burbank initiatives, marketing campaign, and travel trends. Guest speakers have included Orbic Air (helicopter tours out of BUR), Hollywood Burbank Airport (Nerissa Sugars), and Gary Soloff from Warner Bros Studio Tour Hollywood.

- Staff is in conversations with DC Comics to discuss the potential for a Wonder Woman statue in Burbank. The location is to be determined. Staff will reconvene the Destination Development Subcommittee to discuss this matter further.

C. Public Comment

There were no public comments

D. Response to Public Comment

There was no response.

E. Board Member Comments

Ali Schmidt provided a Universal Studios Hollywood Park. Park opened April 15th and sold out of their 25% capacity over the weekend. Protocols in place are working and demand for tickets are high.

Nerissa Sugars provided an update on the February 2021 Passenger count. They received 73,316 passengers, up 6.8% from January 2021. Southwest starts Austin service June 6th and Jet Blue will begin JFK in June.

F. Approval of Minutes

ACTION ITEM

The meeting minutes of March 17, 2021, were approved.

Eric Ducat made a motion to approve, seconded by Sundeep Vaghashia; motion passed 8-0.

G. Treasurer's Report

Treasurer Sundeep Vaghashia provided the Treasurer's Report through March 2021. Total income for March 2021 of \$83,915.90 and total expenses of \$22,339.72, provides a net income of \$61,576.18. Total assets equal \$775,772.77.

H. Homelessness Update

Simone McFarland, Community Development Department, provided an update on Homelessness and the recent property purchase on Front St. along with the adjacent construction for a future storage facility.

I. StreetPlus Ambassador Program Update

Robert "Bob" Newman provided a presentation on the City's StreetPlus Ambassador program and provided the citywide hotline contact information.

J. Visit Burbank Sponsorships

ACTION ITEM

The Board discussed opening the event sponsorship program for Fiscal Year 2021/2022 and allowing the sponsorship subcommittee to meet to discuss potential funding allocations, update the application form and review future applications.

Eric Ducat temporarily dropped from the call.

Tony Garibian made a motion to commence the Sponsorship subcommittee meetings to discuss funding, application updates, and timeline of program. Motion was seconded by Ali Schmidt; motion passed 7-0, noting the missing vote from Eric Ducat due to dropped call.

K. Board Term Expirations ACTION ITEM

Staff presented an update on term extensions for Alan Tate, Adrian Pastrana, and Danny Kahn, to expire July 1, 2022.

Tony Garibian made a motion to approve term extension for three board members, seconded by Eric Ducat; motion passed 8-0.

L. Acceptance of 2019 – 2020 Audit Review ACTION ITEM

One internal control finding during the audit review was the Reconciliation to City Treasurer Account. The BHA did not properly reconcile amounts held with the City of Burbank (referred to as “City Treasurer”).

The second internal control finding was the Expense Recognition. An amount of \$15,000 was paid for services provided to the Association, however, this expense was improperly recorded in the audit period ending June 30, 2020. The expense was identified to be related to the previous accounting period and as a result an audit adjustment.

Nerissa Sugars stepped away from call.

Sundeep Vaghashia made a motion to accept the audit results, seconded by Danny Kahn; motion passed 7-0, noting the missing vote from Nerissa Sugars due to unavailability.

M. 2021 IPW and Trade Show Booth ACTION ITEM

The Board discussed attending the 2021 IPW Conference in Las Vegas and potential trade show booth options.

The Board decided to table the item until financial impact of attending the conference is presented in the Fiscal Year 2021-2022 budget, at which time they will determine whether or not to attend.

N. Marketing Update

This item was tabled for the next meeting.

O. Board Approved Expenditures ACTION ITEM

Staff requested transferring \$42,000 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 \$10,000.

Tony Garibian made a motion to approve, seconded by Sundeep Vaghashia; motion passed 5-0, noting the missing vote from Eric Ducat, Nerissa Sugars, and Jamie Keyser.

P. Future Agenda Items

The following are future agenda items:

- Hotel Amarano board member application
- Destination Development subcommittee and sponsorship subcommittee update
- Budget FY 2021-2022
- 90 Day Restaurant Campaign

Q. ADJOURNMENT:

The meeting adjourned at 5:03 PM