

BURBANK HOSPITALITY ASSOCIATION BOARD MEETING
Minutes for the Meeting of June 23, 2021

In Person:

Hilton Garden Inn Burbank Downtown – The Polo Room
401 S San Fernando Blvd, Burbank, CA 91502

Virtually via Zoom:

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

Meeting ID: 997 5305 5733

Passcode: 512536

- Members Present: 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
Peter Kolla, Hotel Amaranano
- Members Absent: Danny Kahn, Warner Bros. Studio Tours, Chair
Alan Tate, Burbank Airport Marriott, Vice- Chair
Jamie Keyser, Burbank Chamber of Commerce
Nerissa Sugars, Hollywood Burbank Airport
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
Megan Anghel, Economic Development Analyst
Marissa Minor, Economic Development Analyst
Robin Faulk, Marketing Consultant
- Bookkeeping Staff: Teresa Mackey, Bookkeeping
- General Counsel: Andrew Jared, Colantuono, Highsmith & Whatley, PC

The Burbank Hospitality Association (BHA) Board Meeting was called to order at 3:02 p.m. on Wednesday, June 23, 2021.

Due to the absence of Danny Kahn and Alan Tate, Tony Garibian made a motion to nominate Eric Ducat, Secretary, to Chair the meeting on June 23, 2021. The motion was seconded by Richard Englehard; motion passed 7-0.

A. Roll Call: There was a quorum with seven members present and four members absent – Danny Kahn, Alan Tate, Jamie Keyser, and Nerissa Sugars.

B. Announcements

Staff announced the following:

- Introduction of new Economic Development staff member – Megan Anghel
- Warner Bros Studio Tour Hollywood will be hosting a media day on June 24th.
- Finney’s Craft House opened in Downtown Burbank
- Milano Café and Deli will be opening in July.
- City Fireworks will be at Starlight Bowl on July 4th. There will be no concert this year, however the public is encouraged to watch from home or visible spots around town.
- Madison Square Garden Dome Update

C. Public Comment

No members of the public.

D. Response to Public Comment

No response.

E. Board Member Comments

No Board Member comments were given.

F. Approval of Minutes

ACTION ITEM

The meeting minutes of May 19, 2021, were approved.

Tony Garibian made a motion to approve the minutes, seconded by Richard Englehard; motion passed 7-0.

G. Treasurer’s Report

Sundeep Vaghashia provided the Treasurer’s Report for March and April 2021. Total income for April 2021 of \$51,001.97 and \$10,686.07 for May 2021 thus far (May hasn’t closed yet). Total expenses for April were \$43,935.95 and \$25,408.71 for May thus far. A net income of \$7,066.02 was reported in April 2021 and net loss of \$14,722.64 is being reported for May thus far. Total assets equal \$719,107.28 as of May 31, 2021.

To avoid confusion on the financials, the Board requested that the report only provide the months that have closed with the City. Mr. Vaghashia requested to review the financial reports prior to distributing the agenda packet.

H. Burbank Historical Society and Gordon R. Howard Museum

Historical Society Board Member Marisa Di Domenico provided a presentation on the Burbank Historical Society and Gordon R. Howard Museum.

I. Update on City of Burbank Short-term Rentals Ordinance

Karen Pan and Ron Takiguchi from the City’s Community Development Department provided an update on the status of short-term rentals ordinance. After conducting a second community survey, the Short-Term Rental ordinance has been modified to align with the community’s input. This item is expected to be presented to Planning Board on August 23 and City Council on September 14.

J. Fiscal Year 2021-2022 Budget

ACTION ITEM

Erika De Leon presented a six-month budget for review and approval. The revised budget was based on a conservative assessment forecast presented by STR, estimated at \$425,000 for six months. Upon review, the Board suggested to approve the budget with an amendment to add \$3,800.00 for tax returns.

Tony Garibian made a motion to approve the six-month budget, seconded by Richard Englehard; motion carried 7-0.

K. 2021 IPW and Trade Show Booth

ACTION ITEM

Erika De Leon presented options available for attending the 2021 IPW Conference in Las Vegas from September 18th to 22nd. Upon review, the Board suggest approving IPW attendance, with a 10x20 booth, and new backdrop for the booth. The Board requested to see booth renderings at the next meeting.

Tony Garibian made a motion to approve IPW attendance and booth, seconded by Sundeep Vaghashia; motion carried 7-0.

Ali Schmidt left the meeting at 4:30pm.

L. Strausberg Media Plan 2021-2022

Staff suggested to table this item to the next meeting. The media plan budget was approved through the six month budget in Item J. Strausberg will be presenting at the July meeting to provide an end of year review and the new strategic media plan for 2021.

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 campaigns and results, website blog posts, and industry news.

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.

Richard Englehard made a motion to transfer \$40,000 from the holding account; seconded by Sundeep Vaghashia; motion passed 6-0.

O. Future Agenda Items

Future agenda items include:

- Strausberg Media Plan 2021-2022
- Annual Meeting Term Renewal
- Destination Development Update
- IPW Booth Rendering
- Expedia Update to the Board
- Update on the Storage Facility

P. ADJOURNMENT: The meeting adjourned at 5:02 PM