

**BURBANK HOSPITALITY ASSOCIATION BOARD MEETING**  
**Minutes for the Meeting of October 27, 2021**  
**Meeting Held Virtually Via Zoom**

Members Present: Danny Kahn, Warner Bros. Studio Tours, **Chair**  
Alan Tate, Burbank Airport Marriott, **Vice- Chair**  
Eric Ducat, Residence Inn, **Secretary**  
Richard Englehard, Hilton Garden Inn  
Tony Garibian, Coast Anabelle and Safari Inn  
Adrian Pastrana, Quality Inn  
Peter Kolla, Hotel Amarano  
Ali Schmidt, Universal Studios Hollywood

Members Absent: Patrick Prescott, Community Development Director (ex-officio)  
Sundeep Vaghashia, Travelodge, **Treasurer**  
Jamie Keyser, Burbank Chamber of Commerce  
Nerissa Sugars, Hollywood Burbank Airport

Admin/Marketing Key Staff: Mary Hamzoian, Economic Development Manager  
Megan Anghel, 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 3:03 p.m. on Wednesday, October 27, 2021.

**A. Roll Call:** There was a quorum with eight (8) members present and three (3) members absent, Sundeep Vaghashia, Jamie Keyser and Nerissa Sugars.

**B. Announcements**

Staff announced the following items:

- The Visit Burbank 2021-2022 Annual Report is currently in progress and is slated to go to City Council for approval on November 16<sup>th</sup>.
- Holiday décor installation will begin in mid-October in Downtown Burbank & Magnolia Park. Décor items and the holiday tree will be installed in Mid-November, and all décor items will be up prior to Thanksgiving.
- The Jackalope Indie Artisan Faire in Downtown Burbank will take place Saturday and Sunday December 11<sup>th</sup>-12<sup>th</sup>, 2021. The event will be free and open to the public and features more than 100 handmade artisan booths, jewelry, art, photography, food and much more. The event will take place on San Fernando Boulevard between Magnolia Blvd. and Olive Ave.

- The Warner Bros. Production Facility, known as The Ranch, located at 411 N Hollywood Way is set to be redeveloped with 16 new soundstages as demand for facilities to make movies and television shows grow. The Ranch is set to be complete some time in 2025.
- The agreement between DC Comics and the BHA has been finalized and signed. We are currently waiting to receive the digital files of the statue from the foundry. Once we receive the files, we can go out to bid for a structural engineer and submit plans to the City for approval.

**C. Public Comment**

Michael Matsuda from the Martial Arts History Museum and Jenny Deahl introduced themselves and let the Board know they will be making a presentation during the Dragonfest Discussion item.

Tara Gadsby, Director of Sales at the Courtyard Hotel, introduced herself and mentioned she was curious about the BHA Meetings and wanted to listen in.

**D. Response to Public Comment**

The Board thanked the public for their comments.

**E. Board Member Comments**

Ali Schmidt provided updates on the Universal Studios Hollywood Park Halloween Horror Nights event. She mentioned that the event has had a record-breaking season even throughout the mask mandates and Covid-19 guidelines.

Danny Kahn mentioned that other attraction parks were raising their ticket prices due to the surge and demand of the industry.

Tony Garibian announced that he along with Ali Schmidt attended the State of the City luncheon on Wednesday, October 20<sup>th</sup> on behalf of the Board. They mentioned the event was very informational and had great attendance.

**F. Approval of Minutes**

**ACTION ITEM**

The meeting minutes of September 15, 2021 were presented for approval. Peter Kola made a motion to approve the minutes, seconded by Ali Schmidt; motion passed 7-0 (*Eric Ducat abstained from voting*).

**G. Treasurer's Report**

Teresa Mackey presented the Treasurer's Report for September 2021. Total income for September 2021 was reported at \$97,061.40, with expenses totaling \$33,865.01, for a net income of \$78,196.39. Total assets equal \$894,048.22 as of September 30, 2021.

**H. Dragonfest Discussion**

Michael Matsuda and Jenny Deahl provided a follow-up presentation to the BHA Board to reconsider sponsorship funding for the Dragonfest event. On August 17,

2021, Mr. Matsuda presented before the BHA Sponsorships Standing Committee to request funding for his Dragonfest event, the Subcommittee denied his request due to inadequate data substantiating hotel room nights. Mr. Matsuda asked for an appeal, however since the BHA didn't not have an appeal process staff asked the Board Chair to place the item on the agenda for additional discussion.

After further deliberation, the Board decided to maintain their original decision to deny funding to Mr. Matsuda.

Tony Garibian made a motion to maintain the Board's original decision to deny sponsorship funding, seconded by Eric Ducat; motion passed 7-0.

**I. Marketing Update**

Marketing Consultant, Robin Faulk provided an update on the current and ongoing marketing projects for Visit Burbank. A summary of the September 18-22, 2021, International Pow Wow (IPW) Trade Show Convention was included in Mr. Faulk's update.

**J. IPW Update and Summary**

The IPW Summary was also presented in Robin Faulk's Marketing Update to the Board.

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

Staff emailed the BHA Tax Returns for FY 2020-2021 for review and approval. No changes were requested. Danny Kahn made a motion to approve the Tax Returns for 2020-2021, seconded by Alan Tate; motion passed 7-0 (*Ali Schmidt left the meeting*).

**L. CA Relief Grant Update**

Staff reported that the Burbank Hospitality Association received a \$15,000 CA Relief Grant. The eligible use of funds may cover costs incurred due to the COVID-19 pandemic and health and safety restrictions incurred as a result of the pandemic. Staff is planning to use these funds towards marketing efforts.

**M. Board Approved Expenditures ACTION ITEM**

Staff requested 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. Tony Garibian made a motion to approve the fund transfer, seconded by Peter Kolla; motion passed 7-0.

**N. Future Agenda Items**

- ONEBurbank Highspeed Internet Update
- Flight Crew hotel stays Update

**O. ADJOURNMENT: The meeting adjourned at 4:33 p.m.**