

Burbank Hospitality Association, Inc.
Meeting Agenda
December 15, 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 a Teleconference Meeting Resolution

ACTION ITEM

Under the recent amendments to the Brown Act, as of October 1, 2021, the Board must approve a resolution every 30 days finding a public health emergency to continue to meet remotely by Zoom.

Recommendation: Approve a resolution authorizing the BHA to continue to meet virtually pursuant to Government Code Section 54953(e).

G. Approval of Minutes

ACTION ITEM

The Board will consider approval of the November 17, 2021, meeting minutes.

Recommendation: Staff recommends approval.

H. Treasurer's Report

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

I. Universal Studios Hollywood Partner Hotel Program

ACTION ITEM

The Board will review and consider approval for the 2022 Universal Studios Hollywood Partner Hotel Program, which will run from January to December for a fee of \$100,000.

Recommendation: Staff recommends approval.

J. 2022 6-Month Strausberg Media Plan

ACTION ITEM

The Board will review an end of year media plan update and consider approving a six-month Media Marketing Strategic Plan for January 2022 – June 2022.

Recommendation: Staff recommends approval.

K. Fiscal Year 2021-2022 Budget

ACTION ITEM

The Board will consider approval of the six-month Fiscal Year Budget for January 2022 – June 2022.

Recommendation: Staff recommends approval.

L. Marketing Update

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

Recommendation: Note and file.

M. Airline Crew Stays Update

Marketing Consultant Robin Faulk will provide an update on which airlines currently use Burbank Hotels for overnight stays.

Recommendation: Note and file.

N. Board Approved Expenditures

ACTION ITEM

The Board will consider transferring \$140,000 from the holding account to cover \$100,000 for the Universal Studios Hollywood Partner Hotel Program and 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 a \$140,000 transfer.

O. 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.

P. ADJOURNMENT: Next tentative meeting January 19, 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**
Sundeeep Vaghashia, Travelodge, **Treasurer**
Richard Englehard, Hilton Garden Inn
Tony Garibian, Coast Anabelle, and Safari Inn
Jamie Keyser, Burbank Chamber of Commerce
Peter Kolla, Hotel Amaranos
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

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.