

BURBANK HOSPITALITY ASSOCIATION BOARD MEETING
Minutes for the Meeting of December 15, 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
Adrian Pastrana, Quality Inn
Nerissa Sugars, Hollywood Burbank Airport

Members Absent: Sundeep Vaghashia, Travelodge, **Treasurer**
Tony Garibian, Coast Anabelle, and Safari Inn
Peter Kolla, Hotel Amaranio
Ali Schmidt, Universal Studios Hollywood
Jamie Keyser, Burbank Chamber of Commerce
Patrick Prescott, Community Development Director (ex-officio)

Members of the Public: Nora Garibian, Coast Anabelle, and Safari Inn

Admin/Marketing Key Staff: Mary Hamzoian, Economic Development Manager
Megan Anghel, 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 3:04 p.m. on Wednesday, December 15, 2021.

A. Roll Call: There was a quorum with six (6) members present and four (5) members absent, Sundeep Vaghashia, Tony Garibian, Peter Kolla, Ali Schmidt and Jamie Keyser.

B. Announcements

Staff announced the following items:

- The Visit Burbank Annual Report was approved by City Council on Tuesday, December 7th. Physical copies of the report will be sent the hotels soon.
- The Downtown Cultural Market that will take place on the AMC walkway tomorrow, Dec. 16th and Thursday, Dec. 23 from 5pm to 9pm. The market will host various local vendors from Burbank and its neighboring cities selling goods ranging from apparel, baked foods, handmade décor, and much more.

C. Public Comment

Nora Garibian introduced herself to the Board and mentioned she will just be listening to the meeting on behalf of Board Member, Tony Garibian.

D. Response to Public Comment

The Board thanked Nora for attending.

E. Board Member Comments

Nerissa Sugars provided an Air Service update on the Hollywood Burbank Airport (BUR). In October 2021, BUR reported 462,454 passengers, up 13% from September 2021, and down 16% from 2019. Avelo and Flair Airlines flights from Tucson, AZ Edmonton, Alberta, Canada will begin on December 16th and Southwest Airlines flight to Albuquerque, NM will begin on January 17, 2022.

F. Approval of a Teleconference Meeting Resolution **ACTION ITEM**

Staff requested the Board approve a Teleconference Meeting Resolution finding a public health emergency in order to continue to meet remotely on Zoom. Erick Ducat made a motion to approve the resolution as presented, seconded by Adrian Pastrana; motion carried 6-0.

G. Approval of Minutes **ACTION ITEM**

The minutes for the BHA Board Meeting of November 17, 2021, were presented for approval. Danny Kahn made a motion to approve the minutes as presented, seconded by Alan Tate; motion carried 6-0.

H. Treasurer's Report

The Treasurer's report as of October 31, 2021, was presented to the Board instead of the October 31, 2021, report as stated on the Agenda. Teresa Mackey presented the profit and loss report dated July-October 2021 that the BHA currently has a total income \$291,869.87, with expenses totaling \$179,226.70, for a net income of 121,388.69. Total assets equal \$888,597.272 as of October 31, 2021.

I. Universal Studios Hollywood Partner Hotel Program **ACTION ITEM**

Chris Martin and Joseph DiBella from Universal Parks & Resorts Vacations provided a follow-up summary of their 2021 Partner Hotel Program presentation and requested the Board to approve the 2022 Program. New properties that will be added to the Program for 2022 include:

- SpringHill Suites Los Angeles Burbank/Downtown
- Residence Inn Los Angeles Burbank/Downtown
- Ramada by Wyndham Burbank Airport

Eric Ducat made a motion to approve the 2022 Universal Studios Hollywood Partner Hotel Program as presented, seconded by Danny Kahn; motion carried 6-0.

J. 2022 6-Month Strausberg Media Plan

Chelsea Kawahara, from Strausberg Marketing Group presented to the January – June 2022 BHA Marketing plan. The plan included continuing the integrated tactical program through, Pay-per-click, Google Display and Social Media Advertising. As well as increasing the marketing budget to advertise to the new Canadian Markets. Alan

Tate made a motion to approve the 2022 6-month Strausberg Media Plan as presented, seconded by Eric Ducat; motion carried 6-0.

K. Fiscal Year 2021-2022 Budget

ACTION ITEM

Staff presented the 6-month (January – June 2022) estimated budget to the Board, although the agenda stated the full fiscal year budget. Staff have decided to continue with a 6-month budget again given the fluctuating occupancy in the city.

In this budget, we are including:

- Attending IPW in June for \$25,000
- Media Plan for the next six months (approximately \$78,000)
- Sponsorship for \$50,000 for the first round
- Destination development statue funding of \$120,000 (already approved by the Board)

Alan Tate made a motion to approve the 2022 6-month BHA Budget as presented, seconded by Nerissa Sugars; motion carried 6-0.

L. Marketing Update

Robin Faulk provided a brief update on the December Director of Sales Meeting, Influencers and Site Visits and Advertising Collaborations with Avelo and Flair Airlines.

M. Airline Crew Stays Update

Robin Faulk provided an update on which airlines currently use Burbank Hotels for overnight stays. Most of the low-fare airlines do not use Burbank Hotels for overnight stays since the crews live close by.

N. Board Approved Expenditures

ACTION ITEM

Staff requested transferring \$140,000 from the holding account to cover the Universal Studios Hollywood Partner Hotel Program and following pre-approved expenses: \$10,000 consultant expenses, \$10,000 legal fees, \$10,000 marketing fees, and \$10,000 ongoing administrative expenses.

Eric Ducat made a motion for approval of \$140,000 to cover the Universal Studios Hollywood Partner Hotel Program and pre-approved expenses, seconded by Richard Englehard; motion carried 6-0.

O. Future Agenda Items

- CTN Wrap-up
- Update on Delta Crew

P. ADJOURNMENT: The meeting adjourned at 4:15 p.m.