

**Burbank Hospitality Association, Inc.**  
**Meeting Agenda**  
**February 23, 2022, at 3:00 PM**

Join Zoom Meeting

<https://us06web.zoom.us/j/87286670397?pwd=RENGYUZrVHVlbzEycVNEMDdMZIF2Zz09>

Meeting ID: 872 8667 0397

Passcode: 028270

**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 December 15, 2021, meeting minutes.

*Recommendation: Staff recommends approval.*

**H. Treasurer's Report**

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

**I. CTN Animation Expo Wrap-up**

Tina Price, founder of the Creative Talent Network, (CTN) will provide a summary of the Nov 17-21, 2021, CTN animation eXpo.

*Recommendation: Note and file.*

**J. Discuss Chamber of Commerce Virtual Guide Marketing opportunities for Visit Burbank ACTION ITEM**

Jamie Keyser, CEO of the Chamber of Commerce will make a presentation regarding the new virtual Chamber guide and opportunities for Visit Burbank to participate.

*Recommendation: Board to review and discuss interest in moving forward with a marketing spend.*

**K. Marketing Update**

Marketing Consultant Robin Faulk will provide an update on Visit Burbank Marketing Campaigns and Super Bowl outreach.

*Recommendation: Note and file.*

**L. Board Approved Expenditures ACTION ITEM**

The Board will consider transferring \$100,000 from the holding account to cover the following pre-approved expenses: sponsorship fee of \$60,000, 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 \$100,000 transfer.*

**M. 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.

**N. ADJOURNMENT: Next tentative meeting March 16, 2022.**

**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**  
Sundeep Vaghashia, Travelodge, **Treasurer**  
Richard Englehard, Hilton Garden Inn  
Tony Garibian, Coast Anabelle, and Safari Inn  
Jamie Keyser, Burbank Chamber of Commerce  
Peter Kolla, Hotel Amarano  
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](http://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.