

Burbank Hospitality Association, Inc.
Meeting Agenda
March 16, 2022, 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) and discuss potentially moving to in-person meetings starting in June 2022.

G. Approval of Minutes

ACTION ITEM

The Board will consider approval of the February 23, 2022, meeting minutes.

Recommendation: Staff recommends approval.

H. Treasurer's Report

The Treasurer will present the financial report as of January 31, 2022.

I. Flair Airlines Marketing Campaign

ACTION ITEM

Jack Loop, from LIFE in the Air will provide an update on the recent Flair Airlines campaign and present a proposal for a new 8-month campaign (April to December) to not exceed \$20,000.

Recommendation: Approve 8-month campaign with LiFE in the Air for Flair Airlines and allocate reserve funding, not to exceed \$20,000.

- J. Universal Parks Resorts & Vacations (UPRV) Preferred Hotel Program Update**
Staff will provide an update on which hotels have signed their contracts with UPRV.

Recommendation: Note and file.

K. Marketing Update

Robin Faulk, Marketing Consultant will provide an update on Visit Burbank Marketing Campaigns.

Recommendation: Note and file.

L. Board Approved Expenditures

ACTION ITEM

The Board will consider transferring \$85,000 from the holding account to cover the Flair Airline campaign not to exceed \$20,000 and the following pre-approved expenses: IPW fees of \$25,000, 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 \$85,000 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 April 20, 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. 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.