

Burbank Hospitality Association, Inc.
Meeting Agenda
April 20, 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).

G. Approval of Minutes

ACTION ITEM

The Board will consider approval of the March 16, 2022, meeting minutes.

Recommendation: Staff recommends approval.

H. Treasurer's Report

The Treasurer will present the financial report as of February 28, 2022.

I. In-Person Meeting Discussion

ACTION ITEM

The Board must decide whether to continue meeting by teleconference, or to resume meeting in-person beginning May 2022.

Staff Recommendation: Based on the Boards feedback, decide to resume meeting in-person or continue meeting via Zoom until Brown Act Rules specify differently.

J. Wonder Woman Update

Staff will provide an update on the status of the Wonder Woman statue.

Recommendation: Note and file.

K. Tour Bus Parking Update

Staff will lead a discussion regarding Tour Bus Parking and if hotels need this service.

Recommendation: Note and file.

L. Board Member Vacancy Update

Staff will discuss potential outreach efforts to obtain applications for the BHA Board vacancy.

M. Marketing/ IPW Update

Robin Faulk, Marketing Consultant will provide an update on Visit Burbank Marketing Campaigns and the IPW Conference.

Recommendation: Note and file.

N. Board Approved Expenditures

ACTION ITEM

The Board will consider transferring \$185,000 from the holding account to the following pre-approved expenses: IPW expenses of \$25,000, Wonder Woman statue funding of \$120,000, 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 \$185,000 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 May 18, 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
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
Aida Ofsepien, 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.