

BURBANK HOSPITALITY ASSOCIATION BOARD MEETING
Minutes for the Meeting of February 23, 2022
Meeting Held Virtually Via Zoom

Members Present: Eric Ducat, Residence Inn, **Secretary**
Sundee Vaghashia, Travelodge, **Treasurer**
Richard Englehard, Hilton Garden Inn
Adrian Pastrana, Quality Inn
Ali Schmidt, Universal Studios Hollywood
Jamie Keyser, Burbank Chamber of Commerce

Members Absent: Danny Kahn, Warner Bros. Studio Tours, **Chair**
Alan Tate, Burbank Airport Marriott, **Vice- Chair**
Tony Garibian, Coast Anabelle, and Safari Inn
Nerissa Sugars, Hollywood Burbank Airport
Peter Kolla, Hotel Amaranio
Patrick Prescott, Community Development Director (ex-officio)

Members of the Public: Tina Price, Creative Talent Network (CTN)

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: Aleks Giragosian, Colantuono, Highsmith & Whatley, PC

The Burbank Hospitality Association (BHA) Board Meeting was called to order at 3:08 p.m. on Wednesday, February 23, 2022.

A. Roll Call: There was a quorum with six (6) members present and five (5) members absent, Danny Kahn, Alan Tate, Tony Garibian, Nerissa Sugars and Peter Kolla.

B. Announcements

Staff announced the following items:

- The international music industry and showcase event MUSEXPO is returning to Burbank on March 20 – 25. With a week-long series of events that showcases the greatest new global talent set to emerge on the local and international stage.
- Please join us on: May 14th & 15th, 2022, 11am-7pm each day for the Jackalope Arts Festival in Downtown Burbank! The free art festival will feature 150+ local/hand-made artisans and more!
- The Holiday Inn has changed its name to Hotel Burbank. Staff hopes that when the Board can meet in person again that this location can be utilized as a Board meeting place.

- At the December BHA meeting, Robin presented information on which airlines currently contract with Burbank properties for overnight stays. The only exception at the time was Delta Airlines. Upon further investigation, we discovered from Delta's Strategic Sourcing Manager that they have no layovers in Burbank therefore at this time have no need for overnight stays. Staff will stay connected with them should the situation change.
- The Madison Square Garden Sphere Studio is still under construction and will be installing signage soon. The Project is a prototype facility for Madison Square Garden (MSG) Entertainment's creative teams to develop and edit content prior to its ultimate use in Las Vegas productions.

C. Public Comment

There was no public comment.

D. Response to Public Comment

There was no response to public comment.

E. Board Member Comments

Sundee Vagashia announced that the Quality Inn finished renovations and painted the exterior of the Hotel.

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. Sundee Vagashia made a motion to approve the resolution as presented, seconded by Jamie Keyser; motion carried 6-0.

G. Approval of Minutes

ACTION ITEM

The minutes for the BHA Board Meeting of December 15, 2021, were presented for approval. Jamie Keyser made a motion to approve the minutes as presented, seconded by Richard; motion carried 6-0.

H. Treasurer's Report

The Treasurer's report as of December 15, 2021, was presented to the Board. Sundee Vagashia presented the profit and loss report for December 2021, the BHA currently has a total income of \$71,272.24, with expenses totaling \$98,491.41, for a net income of -\$27,219.17. The total net income is a negative since the Board has not received all hotel assessments. Total assets equal \$940,736.64 as of December 31, 2021.

I. CTN Animation Expo Wrap-up

Tina Price, founder of the Creative Talent Network (CTN) presented a summary of the November 17-21, 2021, CTN animation eXpo. She shared that 2,000 people attended the event in-person, 5,000 people attended online and 400 hotel rooms were booked.

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

Jamie Keyser, CEO of the Chamber of Commerce shared the new virtual Chamber guide and other marketing opportunities for Visit Burbank to participate in. The Board showed interest in moving forward with setting aside \$2,000 in marketing spend on a full-page ad for the virtual guide.

Eric Ducat made a motion to approve marketing spend for the Virtual Guide, seconded by Richard Englehard; motion carried 6-0.

K. Marketing Update

Robin Faulk provided an update on the February Director of Sales Meeting, Visit Burbank Marketing Campaigns and Super Bowl outreach.

L. Board Approved Expenditures ACTION ITEM

Staff requested 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.

Sundee Vagashia made a motion for approval of \$100,000 to cover pre-approved expenses, seconded by Richard Englehard; motion carried 6-0.

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