

BURBANK HOSPITALITY ASSOCIATION BOARD MEETING
Minutes for the Meeting of April 20, 2022
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**
Ali Schmidt, Universal Studios Hollywood
Richard Engelhard, Hilton Garden Inn
Nerissa Sugars, Hollywood Burbank Airport

Members Absent: Sundeep Vaghashia, Travelodge, **Treasurer**
Jamie Keyser, Burbank Chamber of Commerce
Peter Kolla, Hotel Amaranano
Adrian Pastrana, Quality Inn

Patrick Prescott, Community Development Director (ex-officio)

Members of the Public: None

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 3:05 p.m. on Wednesday, April 20, 2022.

A. Roll Call: There was a quorum with six (6) members present, four (4) members absent Sundeep Vagashia, Jamie Keyser, Adrian Pastrana, Peter Kolla, and (1) vacant seat on the Board.

B. Announcements

Staff announced the following items:

- Fuddruckers has been leased to a Mexican restaurant, Kalaveras. They currently have a few locations throughout southern California including Pasadena, and a new location is coming to Silverlake, CA.
- Randy's Donuts, located at Avion Burbank is slated to open in May and will have a ribbon cutting ceremony to follow.
- The Downtown Burbank Arts Festival, co-produced with Jackalope Arts is set to take place Saturday and Sunday, May 14th – 15th from 11:00 am – 7:00 pm each day. This free event will feature more than 100 handmade artisan booths on San Fernando Boulevard. Newly added this year is a chalk block featuring 10-15 artists creating scenes from film and television.

- During the past year, several Downtown Burbank property owners and restaurants have inquired about adding valet parking to the Downtown District. At the April Downtown Partnership (PBID) meeting, staff facilitated discussion on a potential pilot program and the Board agreed to have PBID staff pursue proposals for a pilot program in an effort to further vet the idea.

C. Public Comment

There was no public comment.

D. Response to Public Comment

There was no response to public comment.

E. Board Member Comments

Nerissa Sugars provided an Air Service update on the Hollywood Burbank Airport (BUR) for February 2022. BUR reported 371,889 passengers for the month of February which is up 17% from January 2022 with 82% of pre-pandemic traffic coming primarily from the leisure market. Unfortunately, Swoop Airlines will be withdrawing service to Edmonton, Canada on June 23 due to staffing issues; however, they plan to relaunch the Edmonton route as soon as they have coverage. As previously mentioned at the February meeting, Avelo Airlines will move forward with service to Boise, ID and Spokane, WA on May 24th and 25th and Alaska Airlines will be starting service to Boise, ID on May 27th.

Ali Schmidt shared that Universal Studios Hollywood continues to be very busy since re-opening 13-months after the park was shut down because of the pandemic. The increasing rates of park attendance have been attributed to the extended spring break period from most school districts.

Danny Kahn shared that Warner Bros. Studio Tour Hollywood launched a new tour product called “Studio Tour Plus” which will include an extra hour on the tour, continental breakfast, and lunch at Central Perk Café on the WB lot. Tickets for this new tour will cost \$149 per person. Starting April 28th, Warner Bros. will re-launch the classic studio tour option to all guests. Additionally, starting June 27th, Warner Bros. Studio Tour Hollywood will return to a 7-day operation week which will allow more dates for guests to experience the Tour Studio. Lastly, a new TV program called FYC will be launching towards the end of May. This free program will be in partnership with Warner Bros. TV Publicity and will offer panel interviews, and guests will have the opportunity to meet show creators and talent. More information about dates for the new FYC program will be uploaded to the Warner Bros. website.

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.

Eric Ducat made a motion to approve the resolution as presented, seconded by Danny Kahn; motion carried 6-0.

G. Approval of Minutes

ACTION ITEM

The minutes for the BHA Board meeting of March 16, 2022, were presented for approval. Danny Kahn made a motion to approve the minutes as presented, seconded by Richard Englehard; motion carried 6-0.

H. Treasurer's Report

The Treasurer's report as of February 28, 2022, was presented to the Board. Teresa Mackey presented the profit and loss report for February 2022, the BHA currently has a total income of \$44,485.19, with expenses totaling \$43,720.18. The Board's total assets equal \$998,0782.75 as of February 28, 2022.

I. In Person Meeting Discussion

ACTION ITEM

As noted, with recent amendments to the Brown Act, the Board must continually approve or deny a resolution virtually. At the March Board meeting, staff stated that City Council will open to in-person public meetings in Mid-May, and that it is expected that Boards and Commissions will once again be allowed to meet in-person as well.

After some discussion and feedback, the Board agreed to resume in-person meetings starting on May 18th. Danny Kahn suggested the Warner Bros. conference room as a meeting location for the May 18th Board meeting. Danny Kahn made a motion for approval, seconded by Richard Englehard; motion carried 6-0.

J. Wonder Woman Update

Staff provided the Board with the status of the Wonder Woman statue. The statue has a new location in front of the Warner Bros. Studio Tour Hollywood sign that has been approved by the City and Warner Bros./ DC Comics. Staff is in the process of receiving civil and structural engineer proposals. Wonder Woman is slated to be unveiled by November 2022.

K. Tour Bus Parking update

Several hotels have reached out to staff to inquire about the ability to accommodate tour bus parking on-site or in an alternative location. Staff reached out to hotel General Managers and Director of Sales to discuss the desire for tour bus parking. A survey was sent to the hotels so staff can better understand the need for tour bus parking. Many hotels mentioned that they would be in favor to explore tour bus parking options. Danny Kahn, Eric Ducat and Richard Englehard also expressed a need for tour bus parking at or near their sites. After reviewing the survey results and hearing from the Board Members, staff will work with the Transportation Division to discuss potential off-site options for tour bus parking in Burbank.

L. Board Member Vacancy Update

With the resignation of Tony Garibian, the BHA Board has one vacant seat. Staff compiled a list of people and organizations that could be potential candidates for the vacant seat. According to the Bylaws, anyone who would be considered for the vacancy would be either representing a business paying the TBID assessment or a

person with a vested interest in the increase of room night sales. The application period will open on May 2nd and close on Tuesday, May 31st. Staff will bring back the applicants to the June Board meeting for their final decision and vote.

M. Marketing/ IPW Update

Robin Faulk, marketing consultant, provided the Board with an update from the March Director of Sales (DOS) meeting with guest speaker Peggy Flynn who is the AME Institute Program Director. Mr. Faulk also shared information regarding the April DOS meeting with guest speaker, Sheri Candler from Metrolink and the “Adventure Train” event and summer promotions for Visit Burbank.

Robin Faulk updated the Board on the progress of IPW and shared that Megan Anghel will be attending the event as well on June 4 -8, 2022, on behalf of the Visit Burbank organization.

N. Board Approved Expenditures

ACTION ITEM

Staff requested transferring \$160,000 from the holding account to cover the following pre-approved expenses: Wonder Woman Statue funding in the amount 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.

Richard Englehard made a motion for approval of \$160,000 to cover pre-approved expenses, seconded by Eric Ducat; motion carried 6-0.

O. ADJOURNMENT: The meeting adjourned at 4:09 p.m.