

**BURBANK HOSPITALITY ASSOCIATION BOARD MEETING**  
**Minutes for the Meeting of May 18, 2022**  
**Meeting Held at Warner Bros Studio Tour Hollywood**  
**Storyboard Conference Room**  
**3400 Warner Blvd Bldg. 128, 2nd Floor, Burbank, CA 91505**

Members Present: Danny Kahn, Warner Bros. Studio Tours, **Chair**  
Eric Ducat, Residence Inn, **Secretary**  
Ali Schmidt, Universal Studios Hollywood  
Richard Engelhard, Hilton Garden Inn  
Nerissa Sugars, Hollywood Burbank Airport  
Peter Kolla, Hotel Amarano  
Adrian Pastrana, Quality Inn

Members Absent: Alan Tate, Burbank Airport Marriott, **Vice- Chair**  
Sundeep Vaghashia, Travelodge, **Treasurer**  
Jamie Keyser, Burbank Chamber of Commerce  
Patrick Prescott, Community Development Director (ex-officio)

Members of the Public: Leo Flores, Fine Hospitality Group  
Chelsea Kawahara, Strausberg Marketing Group  
Sat Bisla, A&R Worldwide  
Taylor Bartley, A&R Worldwide

Admin/Marketing Key Staff: Mary Hamzoian, Economic Development Manager  
Megan Anghel, Economic Development Analyst  
Robin Faulk, Marketing Consultant  
Simone McFarland, Assistant Community Development Director

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, May 18, 2022.

**A. Roll Call:** There was a quorum with seven (7) members present, three (3) members absent Sundeep Vagashia, Alan Tate, Jamie Keyser, and (1) vacant seat on the Board.

**B. Announcements**

Staff announced the following items:

- Downtown Burbank co-hosted the Downtown Arts Festival with Jackalope Arts over the weekend. The Festival had a large turnout and will return in December.
- Randy's Donuts will have a grand opening and ribbon cutting on Wednesday, June 1st at 11:00 am.

- Madison Square Garden Sphere (MSG) will officially open on Thursday, May 19th. This invitation only grand opening/ribbon cutting event was sent to elected officials, state representatives and City executives.
- Downtown Burbank's Music on the Boulevard program has resumed with eight performers visiting the Downtown, two days a week between 6:00 pm and 9:00 pm. The next group of performances will take place in June, and will be promoted on social media.
- Staff provided the Board with an update on the BHA Board Vacancy. Two applications have been received thus far. The application deadline will close on Tuesday, May 31<sup>st</sup>. Applicants will be considered for the position during the June Board Meeting.
- The Burbank Chamber announced their "What's Brewing in Burbank" event to have a focus on summer travel and tourism, and requested that a representative from Visit Burbank attend as a guest speaker.

**C. Public Comment**

Leo Flores from the Fine Hospitality Group, Chelsea Kawahara from the Strausberg Marketing Group, and Sat Bisla and Taylor Bartley from A&R Worldwide were in attendance.

**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 March 2022. BUR reported 481,044 passengers, which is up 30% from February 2022. BUR has exceeded pre-pandemic numbers, up 5% from March 2019. Unfortunately, Avelo Airlines will be withdrawing service to Spokane, WA; however, they plan to relaunch the Spokane route later in the year.

Mary Hamzoian shared the hotel occupancy rates for April 2022 which came in at 82.7%.

Ali Schmidt shared that Universal Studios Hollywood announced Halloween Horror Nights will return on September 8, 2022, and will run for 33 nights. This is the earliest start date for the event and tickets will go on sale in the coming weeks. Universal hopes that the earlier start date will drive people to book hotel stays and packages for the event. She also mentioned that Universal's domestic markets have reached back up to 2019 levels; however, the demand out of the international markets have been challenging since testing requirements are still in place.

**F. Approval of Minutes**

**ACTION ITEM**

The minutes for the BHA Board meeting of April 20, 2022, were presented for approval. Eric Ducat made a motion to approve the minutes as presented, seconded by Ali Schmidt; motion carried 7-0.

**G. Treasurer's Report**

Teresa Mackey presented the profit and loss report for March 2022, the BHA currently has a total income of \$67,915.99, with expenses totaling \$111,984.37. The Board's total assets equal \$954,714.37 as of March 31, 2022.

**H. MUSEXPO Wrap-up Presentation**

Sat Bisla, President & Founder, A&R Worldwide presented a summary of the March 20 - 25, 2022, MUSEXPO Event that took place in Burbank at The Castaway. Mr. Bisla shared that 842 people attended the event and 279 hotel room nights were booked. Due to the surge of the omicron variant and travel restrictions, approximately 50% of international attendees were unable to attend MUSEXPO. The remaining 50% of the sponsorship funding was not awarded since the proposed hotel room nights were not fulfilled. Mr. Bisla also shared other sponsorship ideas that focus on year-round tourism instead of sponsoring one event. Staff will meet with the Sponsorship Committee to reevaluate the sponsorship program for next fiscal year.

**I. Visit Burbank Annual Marketing Strategic Plan Presentation ACTION ITEM**

Chelsea Kawahara from the Strausberg Group presented the Visit Burbank Annual Media Marketing Strategic Plan for July 2022 – June 2023 for the Board to review. The plan suggests pivoting social media marketing include TikTok and more video content as well as conducting a photoshoot to refresh the photo assets. The proposed plan has a total budget increase of 21% year over year, with a 6.9% increase in media spend and 17.1% in Digital Services and Agency Retainer.

Danny Kahn made a motion to table the item and requested staff to bring the plan back along with the annual budget to the next scheduled meeting, seconded by Eric Ducat; motion carried 7-0.

**J. Marketing Update**

Robin Faulk, marketing consultant, provided the Board with an update from the April Director of Sales (DOS) meeting with guest speaker Sheri Candler from Metrolink. Mr. Faulk shared information on the Metrolink Adventure Train event which was an influencer-led scavenger hunt showcasing activities and venues at two Burbank Metrolink stations. He shared information on Visit Burbank's influencer program that is scheduled through the month of July. Lastly, Mr. Faulk shared that he and Ms. Anghel will be meeting with over 60 various domestic and international leisure tour operators, airlines, and journalists at the IPW conference in Orlando.

**K. Board Approved Expenditures ACTION ITEM**

Staff requested transferring \$40,000 from the holding account to cover the following pre-approved expenses: 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.

Peter Kolla made a motion for approval of \$40,000 to cover pre-approved expenses, seconded by Richard Englehard; motion carried 7-0.

**L. Future Agenda Items:**

1. Presentation on Hotel Association of Los Angeles (HALA).
2. Board Member Vacancy
3. Board Member Renewal during Annual Meeting
4. Visit Burbank FY 22/23 Annual Budget

**M. ADJOURNMENT:** The meeting adjourned at 4:29 p.m.