

# Burbank Hospitality Association, Inc.

## Meeting Agenda

July 27, 2022, at 3:00 PM

Residence Inn Los Angeles Burbank/Downtown  
321 Ikea Way, Burbank, CA, 91502

**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 Minutes**

**ACTION ITEM**

The Board will consider approval of the June 22, 2022, meeting minutes.

*Recommendation: Staff recommends approval.*

**G. Treasurer's Report**

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

**H. Board Member Term Renewal**

**ACTION ITEM**

The Board will consider renewing the following Board Member terms:

<b>Board Member</b>	<b>Current Term Ends</b>	<b>Next Term Ends</b>
Danny Kahn	July 1, 2022	July 1, 2023
Alan Tate	July 1, 2022	July 1, 2023
Sundee Vaghashia	July 1, 2022	July 1, 2023
Eric Ducat	July 1, 2022	July 1, 2023

*Recommendation: Renew four Board Members for a term ending July 1, 2023.*

**I. Executive Committee Positions**

**ACTION ITEM**

The Board will accept nominations for the reorganization of the Executive Committee positions including Chairperson, Vice Chairperson, Secretary, and Treasurer, to serve for the 2022-2023 fiscal year.

*Recommendation: Appoint Executive Committee positions including Chairperson, Vice Chairperson, Secretary, and Treasurer.*

**J. Sponsorship Advisory Subcommittee Positions ACTION ITEM**

The Board will accept nominations for the Sponsorship Advisory Subcommittee to serve for the 2022-2023 fiscal year. Current members include Danny Kahn, Sundeep Vaghashia, Eric Ducat and Ali Schmidt.

*Recommendation: Appoint Sponsorship Advisory Subcommittee positions.*

**K. Destination Development Ad Hoc Committee Positions ACTION ITEM**

The Board will accept nominations for the Destination Development Ad Hoc Committee to serve for the 2022-2023 fiscal year. Current members include Danny Kahn, Sundeep Vaghashia, Nerissa Sugars, and Ali Schmidt.

*Recommendation: Appoint Destination Development Ad Hoc Committee positions.*

**L. Sponsorship Program Updates ACTION ITEM**

Staff will present an updated Sponsorship Program with a new application process and updated criteria for the Board to consider.

*Recommendation: Staff recommends approval of the updated Sponsorship Program process.*

**M. Wonder Woman Update**

Staff will provide an update on the Wonder Woman Statue project.

*Note and File.*

**N. Marketing Update**

Marketing Consultant Robin Faulk will provide an update on the current and ongoing marketing projects.

*Note and File.*

**O. Board Approved Expenditures ACTION ITEM**

The Board will consider transferring \$82,000 from the holding account to cover the following pre-approved expenses: consultant expenses of \$20,000, legal fees of \$20,000, marketing fees of \$22,000, and ongoing administrative expenses in the amount of \$20,000.

*Recommendation: Staff recommends approval of \$82,000 transfer.*

**P. 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.

**Q. ADJOURNMENT: Next tentative meeting August 17, 2022.**

<p><b><u>Burbank Hospitality Association, Inc. Board Members</u></b> Danny Kahn, Warner Bros. Studio Tours, <b>Chair</b> Alan Tate, Burbank Airport Marriott, <b>Vice-Chair</b> Eric Ducat, Residence Inn, <b>Secretary</b> Sundeeep Vaghashia, Travelodge, <b>Treasurer</b> Richard Engelhard, Hilton Garden Inn Jamie Keyser, Burbank Chamber of Commerce Peter Kolla, Hotel Amaranano Adrian Pastrana, Quality Inn Ali Schmidt, Universal Studios Hollywood Nerissa Sugars, Hollywood Burbank Airport Patrick Prescott, Community Development Director (ex-officio)</p>
<p><b><u>Marketing Key Staff</u></b> Simone McFarland, Asst. Community Development Director Mary Hamzoian, Economic Development Manager Megan Anghel, Economic Development Analyst Robin Faulk, Marketing Consultant</p>
<p><b><u>Administrative Key Staff</u></b> Teresa Mackey, Bookkeeping</p>
<p><b><u>Legal Counsel</u></b> Aleks R. Giragosian, Colantuono, Highsmith &amp; Whatley, PC</p>

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](http://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.