

**BURBANK HOSPITALITY ASSOCIATION BOARD MEETING**  
**Minutes for the Meeting of August 10, 2022, at 11:00AM**  
**Hotel Amarano | 322 N Pass Ave, Burbank, California 91505**

Members Present: Danny Kahn, Warner Bros. Studio Tours, **Chair**  
Alan Tate, Burbank Airport Marriott, **Vice- Chair**  
Nerissa Sugars, Hollywood Burbank Airport  
Jamie Keyser, Burbank Chamber of Commerce  
Peter Kolla, Hotel Amarano  
Adrian Pastrana, Quality Inn

Members Absent: Sundeep Vaghashia, Travelodge, **Treasurer**  
Ali Schmidt, Universal Studios Hollywood  
Patrick Prescott, Community Development Director (ex-officio)

Members of the Public: Jeff Rector, Burbank International Film Festival  
Heather Rozman, Hotel Association of Los Angeles  
Sandra Oberle, California Hotel and Lodging Association

Admin/Marketing Key Staff: Mary Hamzoian, Economic Development Manager  
Megan Anghel, Economic Development Analyst  
Robin Faulk, Marketing Consultant – joining virtually

Bookkeeping Staff: Teresa Mackey, Bookkeeping

General Counsel: Aleks R. Giragosian, Colantuono, Highsmith & Whatley, PC

The Burbank Hospitality Association (BHA) Board Meeting was called to order at 11:12 a.m. on Wednesday, August 10, 2022.

**A. Roll Call:** There was a quorum with six (6) members present, two (2) members absent, Sundeep Vagashia, and Ali Schmidt, and (3) vacant seats on the Board.

**B. Announcements**

Staff announced the following items:

- The Burbank Cultural Market, a weekly outdoor market is held every Friday from 5:00 pm to 9:00 p.m. located at the corner of Palm Avenue and San Fernando Blvd. on the AMC Walkway in Downtown Burbank. Local small businesses sell unique goods, products, and food.
- Valet parking service is now available from 5:00 p.m. – 11:00 p.m. Thursday – Saturday and 4:00 p.m. – 10:00 p.m. Sunday in Downtown Burbank.
- The John Ellis Photoshoot took place on July 21st and 22nd.
- The following Burbank businesses are open or coming soon:
  - Crumbl Cookies -3619 W Magnolia (2022)
  - 800 Degrees Pizza – 3619 W Magnolia (2022)

- BB's Café – 2411 W Burbank Blvd (2022)
  - Toasted Bun Restaurant – 920 N San Fernando Blvd (2022)
  - Fire Wings – 353 N Pass (2022)
  - Chick Me Up – NOW OPEN
  - Urbane Café – Opening 9/12
- Staff informed the Board that Richard Engelhard and Eric Ducat have resigned from the BHA Board, effective immediately. Staff is working on replacing both of their Board positions with the new in-coming General Manager's from each of their respective hotels.

**C. Public Comment**

Jeff Rector, from the Burbank International Film Festival presented a proposal for a sponsorship request from the TBID in support of the upcoming event in September 2022.

**D. Response to Public Comment**

The Board thanked Mr. Rector for his update, and told him that they couldn't take any action on the item as it was not on the agenda. The Board recommended that Mr. Rector complete the new application form to be considered for a Visit Burbank Sponsorship.

**E. Board Member Comments**

Nerissa Sugars provided a quick Air Service Update on the Hollywood Burbank Airport (BUR) for June 2022. BUR reported that they are up 4% compared to 2019 and up 50% since 2021.

**F. Approval of Minutes**

**ACTION ITEM**

The minutes for the BHA Board meeting of June 22, 2022, were presented for approval. Peter Kolla made a motion to approve the minutes as presented, seconded by Alan Tate; motion carried 6-0.

**G. Treasurer's Report**

Teresa Mackey presented the profit and loss report for May 2022, the BHA currently has a total income of \$199,233.35, with expenses totaling \$49,435.68. The Board's total assets equal \$1,031,548.32 as of May 31, 2022.

**H. Hotel Association of Los Angeles (HALA) Membership**

**ACTION ITEM**

Heather Rozman, President & CEO of HALA, and Sandra Oberle from California Hotel & Lodging Association (CHALA) presented information regarding a potential HALA and CHALA membership in the annual amount of \$72,280. Since Visit Burbank is already a member of other advocacy organizations, the Board requested staff to contact other cities and destination market associations who are HALA/CHALA members to better understand the need for the membership. No further action was taken regarding this item.

**I. Cal Travel Summit (CTS) 2022** **ACTION ITEM**

Staff provided a brief summary of Cal Travel and the organization’s advocacy and legislative platforms requesting that the Board approve a Cal Travel Membership for Visit Burbank in the amount of \$1,000. Additionally, staff requested to attend the Cal Travel Summit in Palm Springs on October 3-5, 2022. Nerissa Sugars made a motion to approve membership to Cal Travel and registration to the Cal Travel Summit, seconded by Danny Kahn; motion passed 6-0.

**J. Sponsorship Program Updates** **ACTION ITEM**

Staff present an updated Sponsorship Program with a new application process and updated criteria for the Board to consider. Alan Tate made a motion to approve the Sponsorship Program, seconded by Nerissa Sugars; motion passed 5-0, with Jamie Keyser abstaining.

**K. Board Member Term Renewal** **ACTION ITEM**

The Board approved the following Board Member term renewals as part of their annual meeting:

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

Nerissa Sugars made a motion to renew the three Board Member terms, seconded by Peter Kolla; motion passed 6-0.

**L. Executive Committee Positions** **ACTION ITEM**

The Board approved the following Executive Committee positions as a part of the annual meeting:

<b>Executive Committee Positions</b>	<b>Current Board Member</b>
Chair	Nerissa Sugars
Vice Chair	Peter Kolla
Secretary	Jamie Keyser
Treasurer	Sundeeep Vaghashia

Danny Kahn made a motion to update the Executive Committee positions, seconded by Alan Tate; motion passed 6-0.

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

The Board approved the following Sponsorship Advisory Committee positions as a part of the annual meeting: Danny Kahn, Nerissa Sugars, Sundeeep Vaghashia, and Ali Schmidt. Danny Kahn made a motion to approve the Board Members to the Sponsorship Subcommittee, seconded by Peter Kolla; motion passed 6-0.

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

The Board approved the following Destination Development Ad Hoc Committee positions as part of the annual meeting: Danny Kahn, Sundeeep Vaghashia, Nerissa

Sugars, and Ali Schmidt. Peter Kolla made a motion to approve the Board Members to Destination Development Ad Hoc Committee, seconded by Jamie Keyser; motion passed 6-0.

**O. Wonder Woman Update**

Staff provided a timeline and update on the Wonder Woman Statue project. The 3D renderings have been completed and staff will be receiving the structural engineer plans soon. The statue installation date has been moved to March 2023, to coincide with International Women's Month.

**P. Marketing Update**

This item was tabled for the next meeting due to lack of time.

**Q. Board Approved Expenditures**

**ACTION ITEM**

Staff requested transferring \$127,250 from the holding account to cover the following expense, Cal Travel Summit expenses of \$3,250 Cal Travel membership of \$1,000 and the following pre-approved expenses: consultant expenses of \$30,000, legal fees of \$30,000, marketing fees of \$33,000, and ongoing administrative expenses in the amount of \$30,000.

Peter Kolla made a motion for approval of \$127,250 to cover pre-approved expenses, seconded by Alan Tate; motion carried 6-0.

**R. Future Agenda Items:**

1. Hotel Association of Los Angeles (HALA) Discussion
2. Board Member Vacancy
3. Sponsorship Presentations

**ADJOURNMENT:** The meeting adjourned at 1:09 p.m.