

BURBANK HOSPITALITY ASSOCIATION BOARD MEETING
Minutes for the Meeting of June 22, 2022, at 3:00 PM
Burbank Chamber of Commerce | Chamber Board Room
200 Magnolia Blvd. Burbank, CA 91502

Members Present: Danny Kahn, Warner Bros. Studio Tours, **Chair**
Richard Engelhard, Hilton Garden Inn
Nerissa Sugars, Hollywood Burbank Airport
Jamie Keyser, Burbank Chamber of Commerce
Peter Kolla, Hotel Amaranco
Adrian Pastrana, Quality Inn

Members Absent: Alan Tate, Burbank Airport Marriott, **Vice- Chair**
Eric Ducat, Residence Inn, **Secretary**
Sundeeep Vaghashia, Travelodge, **Treasurer**
Ali Schmidt, Universal Studios Hollywood
Patrick Prescott, Community Development Director (ex-officio)

Members of the Public: Aleks R. Giragosian, Colantuono, Highsmith & Whatley, PC

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, June 22, 2022.

A. Roll Call: There was a quorum with six (6) members present, four (4) members absent Sundeeep Vagashia, Alan Tate, Ali Schmidt, Eric Ducat and (1) vacant seat on the Board.

B. Announcements

Staff announced the following items:

- The following Burbank businesses are open: Raising Cane’s, Randy’s Donuts, Silverlake Ramen, Boba Time, and the Madison Square Garden (MSG) Sphere.
- The six-month Downtown Burbank Pilot Valet Parking Program in partnership with the City of Burbank and Curbside Valet is set to begin in by the end of this month and will run through January 2023. Program details are as follows:
 - Valet service will be provided to patrons in Downtown Burbank from 5:00pm – 11:00pm Thursday through Saturday, and from 4:00pm – 10:00pm on Sunday.
 - The cost of valet service to patrons will be \$10, plus the City’s transient parking tax (\$1.20) for a total of \$11.20.

- Two valet kiosks will be available for vehicle drop-off and pick-up, the first located on Palm Avenue and San Fernando Blvd. (adjacent to Starbucks) and the second on Orange Grove Avenue. and San Fernando Blvd. (adjacent to Shake Shack).
- After 5 years of working with the BHA Board, Ryan Dunn, from Colantuono, Highsmith & Whatley, PC announced that he will be leaving the firm. Aleks R. Giragosian, will serve as the new attorney for the Board.

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 April 2022. BUR reported that they are up 6% and are back to pre-pandemic numbers. Unfortunately, Flair Airlines has suspended air service routes to Burbank, and will relocate routes to LAX. However, a new Canadian airline is scheduled to start services into BUR in the coming months, updates will be provided to the Board once the routes are confirmed.

Board Chair, Danny Kahn, reminded the Board that Warner Bros. Studio Tour Hollywood will resume a 7-day work week starting on July 27.

F. Approval of Minutes

ACTION ITEM

The minutes for the BHA Board meeting of May 18, 2022, were presented for approval. Peter Kolla made a motion to approve the minutes as presented, seconded by Richard Engelhard; motion carried 5-0 with Jamie Keyser abstaining.

G. Treasurer's Report

Teresa Mackey presented the profit and loss report for April 2022, the BHA currently has a total income of \$53,748.77, with expenses totaling \$121,984.49. The Board's total assets equal \$880,478.65 as of April 30, 2022.

H. Board Vacancy

ACTION ITEM

This item was tabled to the next scheduled meeting since the applicants were unable to attend the Board Meeting.

I. BHA Proposed Annual Budget FY 2022/2023

ACTION ITEM

Mary Hamzoian presented the Fiscal Year 2022/2023 Budget to the Board for review and approval. The budget was based on an assessment forecast, estimated at \$950,000 for the fiscal year. Upon review, the Board suggested to approve the budget with an amendment to add an additional \$5,000 to influencers, \$5,000 to travel, and \$40,000 to sponsorships for a total Fiscal Year 2022/2023 budget of \$950,000.00.

Nerissa Sugars made a motion to approve the FY 2022/2023 annual budget with the suggested amendments, seconded by Jamie Keyser; motion carried 6-0.

J. IPW Update

Robin Faulk, marketing consultant, provided a summary on the IPW conference held in Orlando, FL on June 6 - 8. Mr. Faulk and Megan Anghel met with over 60 various domestic and international leisure tour operators, airlines, and journalists.

Mr. Faulk also provided a brief marketing update, sharing that Visit Burbank will focus marketing efforts on promoting the MLB All Star Game, the Starlight Bowl Concert series with ticket giveaways, and new blogs to the website.

K. Board Approved Expenditures

ACTION ITEM

Staff requested transferring \$41,000 from the holding account to cover the following pre-approved expenses: consultant expenses of \$10,000, legal fees of \$10,000, marketing fees of \$11,000, and ongoing administrative expenses in the amount of \$10,000.

Richard Engelhard made a motion for approval of \$41,000 to cover pre-approved expenses, seconded by Peter Kolla; motion carried 6-0.

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. Wonder Woman Update

M. ADJOURNMENT: The meeting adjourned at 4:00 p.m.