

Burbank Hospitality Association, Inc.

Meeting Agenda

October 19, 2022, at 3:00pm

Location: Courtyard Burbank 2100 Empire Ave, Burbank, CA 91504

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 August 10, 2022, meeting minutes.

Recommendation: Staff recommends approval.

G. Treasurer's Report

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

H. AMEI Event Wrap-up

ACTION ITEM

Peggy Flynn, Arts & Career Technical Education Coordinator at Burbank Unified School District (BUSD) will provide a summary of the June 20 to 22, 2022, AME Leadership institute event.

Recommendation: Note and file.

I. Dissolution of the Standing Committee

ACTION ITEM

The Board will consider adopting a resolution to rescind the prior resolution establishing the Sponsorship Standing Subcommittee and authorize the Chair to establish it as an Ad Hoc Committee as needed.

Recommendation: Staff recommends approval.

J. New Board Member Appointments

ACTION ITEM

The Board will consider applications from Stacey Meyer, the new Hotel Manager of the Residence Inn by Marriott to replace Eric Ducat's Board Member position, an application from Edgar Rivera, the new Hotel Manager of the Hilton Garden Inn

Burbank Downtown to replace Richard Engelhard's Board Member position and an application from Fatima Achhal, the new Springhill Suites Hotel Manager.

Recommendation: Appoint Stacey Meyer, Edgar Rivera, and Fatima Achhal as new Board Members to the BHA.

K. Sponsorship Applications

ACTION ITEM

Staff will present the Sponsorship Program requests from The Creative Talent Network Expo (CTN) in the amount of \$30,000, MUSEXPO / A&R Worldwide in the amount of \$20,000, and the Burbank International Film Festival (BIFF) in the amount of \$30,000 for a request total of \$80,000. Thereafter, staff will present the Sponsorship Subcommittees recommended amounts.

Recommendation: Staff recommends approving the Sponsorship Subcommittees recommended sponsorship amounts.

L. Hotel Association of Los Angeles (HALA) Membership

ACTION ITEM

Based on the information received from a survey staff sent out to all Burbank Hotels, and the information presented at the August meeting, the Board will determine whether to join the HALA and CHALA organizations for an investment of \$72,280 annually.

Recommendation: The Board will further discuss the membership.

M. Marketing Update

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

Recommendation: Note and File.

N. Board Approved Expenditures

ACTION ITEM

The Board will consider transferring either \$163,280 from the holding account to cover the HALA/CHALA membership in the amount of \$72,280, Sponsorship Requests in the amount of \$50,000 and 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, or \$91,000 without the HALA/CHALA membership.

Recommendation: Staff recommends approval of \$163,280 or \$91,000 transfer.

O. 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.

P. ADJOURNMENT: Next tentative meeting November 16, 2022.

Burbank Hospitality Association, Inc. Board Members

Nerissa Sugars, Hollywood Burbank Airport, **Chair**
Peter Kolla, Hotel Amarano, **Vice-Chair**
Sundeep Vaghashia, Travelodge, **Treasurer**
Jamie Keyser, Burbank Chamber of Commerce, **Secretary**
Danny Kahn, Warner Bros. Studio Tours
Adrian Pastrana, Quality Inn
Alan Tate, Burbank Airport Marriott
Ali Schmidt, Universal Studios Hollywood
Patrick Prescott, Community Development Director (ex-officio)
Three (3) Board Member Vacancies

Marketing Key Staff

Simone McFarland, Asst. Community Development Director
Mary Hamzoian, Economic Development Manager
Megan Anghel, Economic Development Analyst
Robin Faulk, Marketing Consultant

Administrative Key Staff

Teresa Mackey, Bookkeeping

Legal Counsel

Aleks R. Giragosian, Colantuono, Highsmith & Whatley, PC

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. 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.