

# Burbank Hospitality Association, Inc.

## Meeting Agenda

Wednesday, January 18, 2023, at 2:30pm

Location: Burbank Chamber of Commerce | 200 Magnolia Blvd,  
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 December 7, 2022, meeting minutes.

*Recommendation: Staff recommends approval.*

**G. Treasurer's Report**

The Treasurer will present financial report as of November 30, 2022.

**H. General Counsel Legal Updates including Brown Act Training**

Aleks R. Giragosian, from Colantuono, Highsmith & Whatley, PC will provide the Board with legal updates and Brown Act Training.

*Recommendation: Note and File.*

**I. Universal Preferred Hotel Partnership Program Update**

**ACTION ITEM**

Emily Wilkins from Universal Parks & Resorts Vacations (UPRV) will provide the Board with a summary of the 2022 Partner Hotel Program and a proposal for the new 2023 Program for up to \$120,000 in case additional hotels are added.

*Recommendation: Approve the 2023 UPRV Partner Hotel Program.*

**J. Tourism Economic Presentation**

Daniel Molon from Tourism Economics will present the 2021-2022 Tourism Economic Data Report.

*Recommendation: Note and File.*

**K. Strausberg Marketing Update**

Chelsea Kawahara from Strausberg Marketing Group will present the 2022 Annual Marketing plan results and provide the Board with an updated 2023 plan.

*Recommendation: Note and File.*

**L. Wonder Woman Update**

Staff will provide the Board with an updated timeline on the Wonder Woman project.

*Recommendation: Note and File.*

**M. Board Approved Expenditures**

**ACTION ITEM**

The Board will consider transferring \$161,000 from the holding account to cover up to \$120,000 for the 2023 UPRV Partner Hotel Program 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.

*Recommendation: Staff recommends approval of \$161,000 transfer.*

**N. 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.

**O. ADJOURNMENT: Next tentative meeting February 15, 2023.**

**Burbank Hospitality Association, Inc. Board Members**

Nerissa Sugars, Hollywood Burbank Airport, **Chair**

Peter Kolla, Hotel Amarano, **Vice-Chair**

Jamie Keyser, Burbank Chamber of Commerce, **Secretary**

Danny Kahn, Warner Bros. Studio Tours **Treasurer**

Alan Tate, Burbank Airport Marriott

Ali Schmidt, Universal Studios Hollywood

Fatima Achhal, SpringHill Suites by Marriott

Stacey Meyer, Residence Inn by Marriott

Edgar Rivera, Hilton Garden Inn Burbank Downtown

Aly Bubbins, Hotel Burbank

Patrick Prescott, Community Development Director (ex-officio)

One (1) Board Member Vacancy

**Key Staff**

Simone McFarland, Asst. Community Development Director

Mary Hamzoian, Economic Development Manager

Megan Wilke, 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](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.