

Burbank Hospitality Association, Inc.
Meeting Agenda
Wednesday, May 17, 2023, at 3:00pm
Burbank Chamber of Commerce | Chamber Board Room
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 February 15, 2023, meeting minutes.

Recommendation: Staff recommends approval.

G. Treasurer's Report

The Treasurer will present the financial report as of March 31, 2023.

H. Plastic Waste Reduction Ordinance Overview

Staff from the Burbank Recycle Center will provide an overview of the proposed Plastic Waste Reduction Ordinance which will impact business practices Citywide.

Staff Recommendation: Note and File.

I. Sponsorship Subcommittee Updates & Recommendations

ACTION ITEM

The Sponsorship Subcommittee will make recommendations for two (2) potential event sponsorships – 1) AME Institute \$10,000 and 2) AfroAnimation \$10,000

Recommendation: Approve sponsorship recommendations as provided by the Subcommittee.

- J. Dissolution of All Standing Committees** **ACTION ITEM**
The Board will consider dissolving all standing committees and reauthorizing the Board Chairperson to establish ad hoc committees on an as-needed basis and to appoint members to those committees.

Recommendation: Staff recommends approval.

- K. Board Attendance**
The Chair will discuss the importance of attendance at Board meetings.

Recommendation: Note and File

- L. 2022 BHA Tax Return** **ACTION ITEM**
The 2022 BHA Tax Return will be presented for review and approval. The Tax Return was reviewed by the Treasurer and BHA's bookkeeper.

Staff Recommendation: Review and approve the 2022 BHA Tax Return as presented.

- M. Wonder Woman Update & Wrap Up**
Staff will provide an update regarding the unveiling of the Wonder Woman Statue.

Recommendation: Note and File

- N. Board Approved Expenditures** **ACTION ITEM**
The Board will consider transferring \$102,000 from the holding account to cover sponsorship expenses up to \$20,000 and 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 the \$102,000 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 June 21, 2023.**

Burbank Hospitality Association, Inc. Board Members

Nerissa Sugars, Hollywood Burbank Airport, **Chair**
Peter Kolla, Hotel Amaranco, **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
Aida Ofsepien, 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.