

Burbank Hospitality Association, Inc.

Meeting Agenda

Wednesday, July 19, 2023, at 3:00pm

Location: BWP Administration Building, Third Floor, Board Room 302
164 W. 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. **Legal Counsel Update**

Aleks R. Giragosian will provide an update on the legislative bill – SB 584 and on preserving air quality in Southern California per the South Coast Air Quality Management District.

Recommendation: Note and file.

G. **Approval of Minutes**

ACTION ITEM

The Board will consider approval of the June 14, 2023, meeting minutes.

Recommendation: Staff recommends approval.

H. **Treasurer's Report**

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

I. **New Board Member Appointment**

ACTION ITEM

The Board will consider an application from Tony Garibian, the General Manager for Cost Annabelle Hotel and Safari Inn for the vacant position currently on the Board.

Recommendation: Appoint Tony Garibian as a new Board Member to the BHA.

J. BWP Update on Energy and Water Rebates

Marissa Di Domenico from BWP will provide the latest information regarding the incentives and discounts being provided by BWP for energy and water usage, as well as the rate changes for 2024.

Recommendation: Note and File

K. Hotel Association of Los Angeles (HALA) and California Hotel and Lodging Association (CHALA) Membership ACTION ITEM

Staff will provide a report to assist the Board in determining whether to join the HALA and CHALA organizations.

Recommendation: Board discussion to determine the need to join HALA and CHALA.

L. Sponsorship Subcommittee Updates & Recommendations ACTION ITEM

The Sponsorship Subcommittee will make recommendations for three (3) potential event sponsorships – 1) Flappers Comedy Club \$10,000, 2) Creative Network Talents (CTN) \$30,000, and 3) Musexpo \$50,000.

Recommendation: Approve sponsorship recommendations as provided by the Subcommittee.

M. Board Member Term Renewal ACTION ITEM

The Board will consider renewing the following Board Member terms:

Board Member	Current Term Ends	Next Term Ends
Nerissa Sugars	July 1, 2023	July 1, 2025
Peter Kolla	July 1, 2023	July 1, 2025
Jamie Keyser	July 1, 2023	July 1, 2025
Danny Kahn	July 1, 2023	July 1, 2025
Alan Tate	July 1, 2023	July 1, 2025
Ali Schmidt	July 1, 2023	July 1, 2025
Stacey Meyer	July 1, 2023	July 1, 2025
Edgar Rivera	July 1, 2023	July 1, 2025
Aly Bubbins	July 1, 2023	July 1, 2025

Recommendation: Renew four Board Members for a term ending July 1, 2025.

N. Executive Committee Positions

ACTION ITEM

The Board will accept nominations for the reorganization of the Executive Committee positions including Chairperson, Vice Chairperson, Secretary, and Treasurer, to serve for the 2023-2024 fiscal year.

Recommendation: Appoint Executive Committee positions including Chairperson, Vice Chairperson, Secretary, and Treasurer.

O. Board Approved Expenditures

ACTION ITEM

The Board will consider transferring \$214,000 from the holding account to cover \$90,000 in sponsorship expenses and the following pre-approved expenses: consultant expenses of \$24,000, legal fees of \$20,000, marketing fees of \$44,000, and ongoing administrative expenses in the amount of \$36,000.

Recommendation: Staff recommends approval of \$214,000 transfer.

P. 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.

Q. ADJOURNMENT: Next tentative meeting September 20, 2023.

<p><u>Burbank Hospitality Association, Inc. Board Members</u> 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</p>
<p><u>Key Staff</u> Simone McFarland, Asst. Community Development Director Mary Hamzoian, Economic Development Manager Aida Ofsepan, Economic Development Analyst Robin Faulk, Marketing Consultant</p>
<p><u>Administrative Key Staff</u> Teresa Mackey, Bookkeeping</p>
<p><u>Legal Counsel</u> Aleks R. Giragosian, Colantuono, Highsmith & Whatley, PC</p>

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.