

Burbank Hospitality Association, Inc.

Meeting Agenda

Wednesday, October 18, 2023, at 3:00pm

Location: SpringHill Suites by Marriott Los Angeles Burbank/Downtown
Lobby Conference Room

Address: 549 S. San Fernando 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. **Board Member Comments**

Board Members may comment on events attended and/or report any gift disclosures.

E. **Legal Counsel Update**

General Counsel may provide updates regarding any pending or enacted laws impacting the Board.

F. **Approval of Minutes**

ACTION ITEM

The Board will consider approval of the July 19, 2023, meeting minutes.

Recommendation: Staff recommends approval.

G. **Treasurer's Report**

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

H. **California Star Program Presentation**

ACTION ITEM

Dean Jacobberger from TravPRO will present a B2B Travel Advisor Training Program in partnership with Visit California. Program fee is not to exceed \$45,000.00.

Recommendation: Staff recommends approving \$45,000.00.

I. **City Treasurer's Office Presentation**

Krystle Palmer from the City Treasurer's office will give the Board an overview of the City's investment portfolio as it relates to the TBID's Holding Account.

Recommendation: Note and File.

J. Warner Bros. Studio Tour Hollywood Hotel Concierge Program

Board member Danny Kahn will present a preview of the new rewards-based hotel concierge program planned by Warner Bros. Studio Tour Hollywood.

Recommendation: Note and file.

K. Destination Development Update

Staff will provide an update on the design and location of the Green Lantern statue proposed by DC Comics.

Recommendation: Note and file.

L. Resolution No. 2023-002 Appointing Account Representatives and Authorized Signatories ACTION ITEM

The Board will consider adopting Resolution No. 2023-002 appointing the Chairperson, Treasurer, Secretary, and Executive Director to serve as account representatives and to authorize the Chairperson, Treasurer, and Secretary to sign checks on behalf of the Board.

Recommendation: Staff recommends review and approval of resolution as presented.

M. Resolution No. 2023-003 Establishing the Rights and Obligations of Nonvoting Members ACTION ITEM

The Board will consider whether to establish a class of nonvoting members and clarify their rights and obligations.

Recommendation: Staff recommends review and approval of resolution as presented.

N. Board Approved Expenditures ACTION ITEM

The Board will consider transferring \$191,000 from the holding account to cover the following pre-approved expenses: consultant expenses of \$17,000, legal fees of \$10,000, marketing fees of \$28,000, and ongoing administrative expenses in the amount of \$18,000.

Recommendation: Staff recommends approval of \$191,000 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 15, 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 Tony Garibian, Coast Anabelle Hotel and Safari Inn Patrick Prescott, Community Development Director (ex-officio)</p>
<p><u>Key Staff</u> Simone McFarland, Asst. Community Development Director Mary Hamzoian, Economic Development Manager Odette Zakarian, 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.