

# Burbank Hospitality Association, Inc.

## Meeting Agenda

Wednesday, November 15, 2023, at 2:00pm  
Location: Hotel Amarano | Great Room Conference Room  
Address: 322 N. Pass Ave., Burbank, CA 91505

### A. Roll Call

### B. Announcements

### C. Public Comment

Any person may address the Board on any matter not on the agenda and 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

Legal 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 October 18, 2023, meeting minutes.

*Recommendation: Staff recommends approval.*

### G. Treasurer's Report

The Treasurer will present the financial report as of September 30, 2023.

### H. Universal Parks & Resorts Vacations (UPRV) 2023 Update and Renewal for 2024 ACTION ITEM

Serena Whitecotton, Manager of UPRV Product, will provide an update of the 2023 program and present the Roadmap for 2024, the renewal amount for the BHA to participate in the UPRV Program will be \$120,000 for a total of 12 of hotels, the current 9 properties with the addition of The Tangerine, Hotel Burbank, and Cambria Hotel Burbank Airport.

*Recommendation: Staff recommends \$120,000 renewal of the UPRV Program for 2024.*

**I. U.S.Travel Association’s IPW Familiarization Tours (FAMs) ACTION ITEM**

Staff will present opportunities to participate in several BrandUSA and Visit California pre-and post-IPW media and travel trade FAM tours for a cost of \$25,000. Costs will be used to cover hotel stays, attractions tickets and dining experiences.

*Recommendation: Staff recommends approving up to \$25,000 to enable IPW FAM tours.*

**J. Board Approved Expenditures ACTION ITEM**

The Board will consider transferring \$218,000 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.
- Up to \$25,000 for participation in IPW FAM tours.
- UPRV Program cost of \$120,000 for 2024.

*Recommendation: Staff recommends approval of \$218,000 to transfer.*

**K. 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.

**L. ADJOURNMENT: Next tentative meeting January 17, 2024.**

**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  
Tony Garibian, Coast Anabelle Hotel and Safari Inn  
Patrick Prescott, Community Development Director (ex-officio)

**Key Staff**

Simone McFarland, Asst. Community Development Director  
Mary Hamzoian, Economic Development Manager  
Odette Zakarian, 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.