

# Burbank Hospitality Association, Inc.

## Meeting Agenda

Wednesday, January 24, 2024, at 3:00pm

Location: Coast Anabelle Hotel, Studio B Conference Room

Address: 2011 W. Olive Ave., Burbank, CA 91506

### 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 November 15, 2023, meeting minutes.

*Recommendation: Staff recommends approval.*

### G. Treasurer's Report

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

### H. New Board Member Appointment

### ACTION ITEM

The Board will consider an application from Rosanna Harrison, the Area Director of Sales for Cambria Hotel Burbank Airport for the vacant position currently on the Board.

*Recommendation: Appoint Rosanna Harrison as a new Board Member to the BHA.*

- I. BHA Draft Tax Returns FYE 06-30-23** **ACTION ITEM**  
The Board will consider approval of the BHA draft tax returns for FYE 06-30-23.

*Recommendation: Staff recommends approval.*

- J. Destination Development Subcommittee Recommendation** **ACTION ITEM**  
The Destination Development subcommittee will make recommendations for a potential bike program, Solé Bicycles. The cost of 50 bicycles and 50 helmets will be \$27,250, with an estimated annual maintenance cost of \$24,000.

*Recommendation: Approve destination development project Solé Bicycles up to the amount of \$51,250.*

- K. Destination Development Subcommittee Recommendation** **ACTION ITEM**  
The Destination Development subcommittee will make recommendations for a traveling art exhibit, Elephant Parade. The cost of renting 25 elephants for six weeks, transportation and marketing will be \$107,500.

*Recommendation: Approve destination development project Elephant Parade in the amount of \$107,500.*

- L. Destination Development Subcommittee Updates**  
Staff will provide updates on the Green Lantern statue and the Airline Incentives Program.

- M. Board Approved Expenditures** **ACTION ITEM**  
The Board will consider transferring \$304,750 from the holding account to cover:

- The following pre-approved expenses: consultant expenses of \$34,000, legal fees of \$20,000, marketing fees of \$56,000, and ongoing administrative expenses in the amount of \$36,000.
- Destination Development project: Not to exceed \$51,250 for Solé Bicycles
- Destination Development project: \$107,500 for Elephant Parade.

*Recommendation: Staff recommends approval of \$304,750 to 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 21, 2024.**

<p><b><u>Burbank Hospitality Association, Inc. Board Members</u></b> Nerissa Sugars, Hollywood Burbank Airport, <b>Chair</b> Peter Kolla, Hotel Amarano, <b>Vice-Chair</b> Jamie Keyser, Burbank Chamber of Commerce, <b>Secretary</b> Danny Kahn, Warner Bros. Studio Tours <b>Treasurer</b> Alan Tate, Burbank Airport Marriott Ali Schmidt, Universal Studios Hollywood Fatima Achhal, SpringHill Suites by Marriott Stacey Meyer, Residence Inn by Marriott Aly Bubbins, Hotel Burbank Tony Garibian, Coast Anabelle Hotel and Safari Inn Patrick Prescott, Community Development Director (ex-officio) Board Vacancy</p>
<p><b><u>Key Staff</u></b> Simone McFarland, Asst. Community Development Director Mary Hamzoian, Economic Development Manager Odette Zakarian, Economic Development Analyst Robin Faulk, Marketing Consultant</p>
<p><b><u>Administrative Key Staff</u></b> Teresa Mackey, Bookkeeping</p>
<p><b><u>Legal Counsel</u></b> Aleks R. Giragosian, Colantuono, Highsmith &amp; 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](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.