

Burbank Hospitality Association, Inc.

Meeting Agenda

Wednesday, February 21, 2024, at 3:00pm

Location: Cambria Hotel Burbank Airport | Backlot Room, Lobby Level

Address: 3501 N. San Fernando Blvd, 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 January 24, 2024, meeting minutes.

Recommendation: Staff recommends approval.

G. **Treasurer's Report**

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

H. **Strausberg 6-month Update**

Visit Burbank's marketing agency, Strausberg Group will provide a six-month update for FY 23-24.

I. **Transient Occupancy Tax (TOT)**

Legal Counsel will address the Board's concerns about the changes from the City of Burbank regarding the new process for calculating TOT.

J. Destination Development Elephant Parade Next Steps ACTION ITEM

After further research, the Destination Development subcommittee will revisit 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.

K. Destination Development Update on Solé Bicycles

Demand for BHA's new bicycle program was high, with 12 hotels participating, and a total of 61 bikes, locks and helmets requested. Confirming maintenance can be done quarterly, for a total annual cost of \$13,000. The total cost of the program will be \$49,000.

L. Sponsorship Subcommittee Updates & Recommendations ACTION ITEM

The Sponsorship Subcommittee will make recommendations for six (6) potential event sponsorships – 1) AfroAnimation 4.0 \$10,000, 2) AME Institute \$20,000, 3) Burbank International Film Festival \$30,000, 4) Burbank Comedy Festival \$10,000, 5) CalSAE \$6,200, 6) MUSEXPO Mixer \$4,000

Recommendation: Approve sponsorship recommendations as provided by the subcommittee.

M. Board Approved Expenditures ACTION ITEM

The Board will consider transferring \$260,700 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.
- Destination Development project: \$107,500 for Elephant Parade.
- Sponsorship Requests: Not to exceed \$80,200.

Recommendation: Staff recommends approval of \$260,700 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 March 20, 2024.

Burbank Hospitality Association, Inc. Board Members

Nerissa Sugars, Hollywood Burbank Airport, **Chair**
Peter Kolla, Hotel Amaran, **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
Aly Bubbins, Hotel Burbank
Tony Garibian, Coast Anabelle Hotel and Safari Inn
Rosanna Harrison, Cambria Hotel Burbank Airport
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. 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.