

Burbank Hospitality Association, Inc.

Special Meeting Agenda

Wednesday, June 12, 2024, at 3:00pm

Location: Residence Inn Los Angeles Burbank/Downtown | Take 1 Conference Room

Address: 321 S Ikea Way, Burbank, CA 91502

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 April 3, 2024, meeting minutes.

Recommendation: Staff recommends approval.

G. **Treasurer's Report**

The Treasurer will present the financial report as of April 30, 2024.

H. **Burbank Water and Power (BWP) Updates**

Marisa Di Domenico from Burbank Water and Power (BWP) will discuss rate increases, updates to rebates, and policy changes beginning July 1, 2024.

Recommendation: Note and file.

- I. Burbank Merch Proposal** **ACTION ITEM**
The Board will reconsider Burbank Merch's April 3, 2024 proposal to create Visit Burbank themed clothing and sell it on Visit Burbank's website and consider whether to approve an agreement drafted by Legal Counsel.

Recommendation: Staff recommends approval of a partnership with Burbank Merch.

- J. Burbank Chamber of Commerce Marketing Partnership Proposal** **ACTION ITEM**
The Board will reconsider the Chamber's April 3, 2024 marketing proposal and consider whether to approve an agreement drafted by Legal Counsel.

Recommendation: Staff recommends the approval of a \$25,000 annual marketing partnership plan.

- K. Destination Development Update on Elephant Parade**
Staff will present the latest updates for Elephant Parade event to the Board.

Recommendation: Note and file.

- L. Destination Development Update on Green Lantern**
Staff will present the latest updates for the Green Lantern statue to the Board.

Recommendation: Note and file.

- M. International Pow Wow (IPW) Update**
Staff will provide a summary and wrap-up of the May 5-7, 2024 International Pow Wow (IPW) event to the Board.

Recommendation: Note and file

- N. Board Approved Expenditures** **ACTION ITEM**
The Board will consider transferring \$171,000 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.
- Burbank Chamber of Commerce Partnership: \$25,000

Recommendation: Staff recommends approval of \$171,000 to 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 is scheduled for July 17, 2024.

<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 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)</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.