

Burbank Hospitality Association, Inc.

Meeting Agenda

Wednesday, July 17, 2024, at 3:00pm

Location: Burbank Chamber of Commerce | Chamber Board Room

Address: 200 W. Magnolia Blvd., 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 June 12, 2024, meeting minutes.

Recommendation: Staff recommends approval.

G. Treasurer's Report

The Treasurer will present the financial report as of May 31, 2024.

H. New Board Member Appointment

ACTION ITEM

The Board will consider an application from Michael Hernandez, the General Manager of Hilton Garden Inn Burbank Los Angeles for the vacant position currently on the Board.

Recommendation: Appoint Michael Hernandez as a new Board Member to the BHA.

- I. **Board Member Term Renewal** **ACTION ITEM**
The Board will consider Resolution No. 2024-002 regarding electing board members and establishing terms.

Recommendation: Staff recommends amending Board Member terms.

- J. **Executive Committee Positions** **ACTION ITEM**
The Board will accept nominations for the reorganization of the Executive Committee positions including Chairperson, Vice Chairperson, Secretary, and Treasurer, to serve for the 2024-2025 fiscal year.

Recommendation: Appoint Executive Committee positions including Chairperson, Vice Chairperson, Secretary, and Treasurer.

- K. **Visit Burbank Annual Marketing Strategic Plan Presentation** **ACTION ITEM**
Strausberg Group will present an annual Media Marketing Strategic Plan for July 2024-June 2025 for the Board to review and approve.

Recommendation: Staff recommends approval of the Annual Marketing Strategic Plan for July 2024-June 2025.

- L. **Burbank Hospitality Association Budget Presentation** **ACTION ITEM**
Staff will present an annual BHA Budget Plan for July 2024-June 2025 for the Board to review and approve.

Recommendation: Staff recommends approval of the BHA Budget Plan for July 2024-June 2025.

- M. **Elephant Parade Update** **ACTION ITEM**
To prevent the theft of eight elephant statues located in outdoor locations open to the public, staff recommends the installation of concrete pads under the pedestals of specified elephants. The total cost for materials, labor and installation these materials would be \$3,250.

Recommendation: Staff recommends approval of concrete pad installation for eight elephant statues.

- N. **Destination Development Subcommittee Update** **ACTION ITEM**
Destination Development Subcommittee members and staff will share updates from the June 11, 2024, meeting regarding:

- Airline Incentives
- Airport Advertising
- Visitor Guides or Burbank Magazine
- Welcome to Burbank Monument Signage
- Visitor Trolley

Recommendation: Staff recommends that the Board approve the proposed Destination Development initiatives so that further research and analysis can be conducted.

O. Residence Inn and Aloft Update

Alan Tate will present an update on the Residence Inn and Aloft development, a new 7-story dual brand hotel consisting of approximately 262,338 square feet and a separate, detached four-story parking garage on a portion of the 11.76-acre site generally bounded by Thornton Avenue, Hollywood Way, and Avon Street in the City of Burbank, California.

Recommendation: Note and file.

P. Board Approved Expenditures

ACTION ITEM

The Board will consider transferring \$76,250 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.
- Elephant Parade Concrete Pad Installation: \$3,250.

Recommendation: Staff recommends approval of \$76,250 to transfer.

Q. 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.

R. ADJOURNMENT: Next tentative meeting is scheduled for TBD.

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 Tony Garibian, Coast Anabelle Hotel and Safari Inn Rosanna Harrison, Cambria Hotel Burbank Airport Vacant Patrick Prescott, Community Development Director (ex-officio)
<u>Key Staff</u> Simone McFarland, Asst. Community Development Director Mary Hamzoian, Economic Development Manager Odette Zakarian, Economic Development Analyst Robin Faulk, Marketing Consultant
<u>Administrative Key Staff</u> Teresa Mackey, Bookkeeping <u>Legal Counsel</u> 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.