

# Burbank Hospitality Association, Inc.

## Special Meeting Agenda

Wednesday, August 28, 2024, at 3:00pm

Location: Los Angeles Marriott Burbank Airport | Convention Center – Vine Room  
Address: 2500 N Hollywood Way, 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 July 17, 2024, meeting minutes.

*Recommendation: Staff recommends approval.*

G. Treasurer's Report

No new financial updates as of May 31, 2024. The Board has already reviewed the financial report for May 2024.

H. Marketing Subcommittee Meeting Update (15 min)

ACTION ITEM

The Marketing Subcommittee will share their recommendations for the Media and Marketing Strategic Plan presented by Strausberg Group for the 2024-2025 fiscal year.

*Recommendation: The Marketing Subcommittee and Staff recommends approving the Media and Marketing Strategic Plan on a month-to-month basis, while the Board goes through the RFP process.*

- I. Burbank Hospitality Association Budget Presentation (15 min) 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.*

- J. Conflict-of-Interest Policy (10 min) ACTION ITEM**  
The Board will consider Resolution 2024-003 adopting a formal Conflict-of-Interest Policy for BHA.

*Recommendation: Staff recommends adopting Resolution 2024-003.*

- K. BHA Short-Term Investment and Checking Accounts (10 min) ACTION ITEM**  
The Board will consider Resolution 2024-002 allowing the establishment of a short-term investment account and checking account for use of BHA funds, including the operating account, and will consider the appropriate financial institution for those accounts. Consistent with the Board's direction from the June meeting, the Board will consider additional information from financial institutions regarding rates of return and other requirements for these accounts.

*Recommendation: Staff recommends adopting Resolution 2024-002 and selecting the appropriate financial institution.*

- L. Destination Development - Airport Advertising (10 min) ACTION ITEM**  
Staff will present initial creative design for walls and dioramas at Hollywood Burbank Airport promoting Burbank as the Perfect Way to See LA.

*Recommendation: Staff recommends approval of \$86,000 for annual airport campaign.*

- M. Board Approved Expenditures (5 min) ACTION ITEM**  
The Board will consider transferring \$226,200 from the holding account to cover:

- The following pre-approved expenses: consultant expenses of \$28,000, legal fees of \$12,000, marketing fees of \$52,000, Chamber marketing partnership of

\$4200, and ongoing administrative expenses in the amount of \$44,000. Amounts have been doubled to include September.

- Airport Advertising: \$86,000.

*Recommendation: Staff recommends approval of \$226,200 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 is scheduled for October 16, 2024.**

**Burbank Hospitality Association, Inc. Board Members**

Peter Kolla, Hotel Amarano, **Chair**  
Rosanna Harrison, Cambria Hotel Burbank Airport, **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  
Nerissa Sugars, Hollywood Burbank Airport  
Michael Hernandez, Hilton Garden 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.