

Burbank Hospitality Association, Inc.

Special Meeting Agenda

Wednesday, October 16, 2024, at 3:00pm

Location: Hilton Garden Inn Burbank Los Angeles | Polo Meeting Room

Address: 401 S San Fernando 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 August 28, 2024, meeting minutes.

Recommendation: Staff recommends approval.

G. Treasurer's Report

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

H. Appointment of New Chair (15 min)

ACTION ITEM

The Board will accept nominations for the vacant Chairperson position, to serve for the remainder of the 2024-2025 fiscal year.

Recommendation: Appoint Chairperson.

I. Sponsorship Subcommittee Update (20 min) ACTION ITEM

The Sponsorship Subcommittee will make recommendations for four (4) potential event sponsorships – 1) Creative Talent Network Expo \$30,000, 2) MUSEXPO \$60,000, 3) Arts Media and Entertainment Institute \$30,000, and 4) AfroAnimation Summit \$30,000 with contingencies.

Recommendation: Approve sponsorship recommendations as provided by the subcommittee.

J. Elephant Parade Wrap-Up Report (10 min)

Staff will present the final global metrics for Elephant Parade Burbank 2024.

Recommendation: Note and file.

K. Destination Development Update on Green Lantern (5 min)

Staff will present the latest updates for the Green Lantern Statue to the Board.

Recommendation: Note and file.

L. Board Approved Expenditures ACTION ITEM

The Board will consider transferring \$220,100 from the holding account to cover:

- The following pre-approved expenses: consultant expenses of \$14,000, legal fees of \$6,000, marketing fees of \$26,000, Chamber marketing partnership of \$2,100, and ongoing administrative expenses in the amount of \$22,000.
- Sponsorship Awards: \$150,000.

Recommendation: Staff recommends approval of \$220,100 to transfer.

M. 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.

N. ADJOURNMENT: Next tentative meeting is scheduled for November 20th.

Burbank Hospitality Association, Inc. Board Members

Vacancy, **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

<p>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)</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.