

Burbank Hospitality Association, Inc.

Meeting Agenda

Wednesday, November 20, 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 October 16, 2024, meeting minutes.

Recommendation: Staff recommends approval.

G. Treasurer's Report

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

H. Frontier Airlines Presentation (10 min)

Tim May and Garrett Murayama, marketing representatives from Frontier Airlines, will present the launch of services from Denver, San Francisco, and Phoenix to Hollywood Burbank Airport.

Recommendation: Note and file.

- I. New Board Member Appointment (15 min)** **ACTION ITEM**
The Board will review an application from David Lurie, the General Manager of Hotel Amaranco for the vacant position currently on the Board.

Recommendation: Appoint David Lurie as a new Board Member to the BHA.

- J. Universal Parks & Resorts Vacations (UPRV) 2024 Update and Renewal for 2025 (20 min)** **ACTION ITEM**
Serena Whitecotton, Manager of UPRV, will provide an update of the 2024 program and present the roadmap for 2025. The renewal amount for the BHA to participate in the UPRV Program will be \$110,000 for a total of 12 participating hotels.

Recommendation: Staff recommends \$110,000 renewal of the UPRV Program for 2025.

- K. Creation of a World Cup and Olympics Committee (10 min)** **ACTION ITEM**
Staff will present the opportunity to create a committee to prepare for the upcoming 2026 FIFA World Cup, and the 2028 Olympic and Paralympic Games in Los Angeles. The committee would consist of volunteers from the Board.

Recommendation: Approve the creation of a World Cup and Olympics Committee.

- L. AfroAnimation Sponsorship Update (10 min)** **ACTION ITEM**
The Board will revisit the sponsorship application for the AfroAnimation summit. Room blocks have been secured at Hotel Burbank and Cambria Hotel. Event space has been secured at Cambria.

Recommendation: Approve \$30,000 sponsorship recommendation as provided by subcommittee.

- M. Board Approved Expenditures** **ACTION ITEM**
The Board will consider transferring \$280,200 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 \$4,200, and ongoing administrative expenses in the amount of \$44,000.
- UPRV Renewal: \$110,000.
- AfroAnimation Sponsorship: \$30,000.

Recommendation: Staff recommends approval of \$280,200 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 TBD.

<p><u>Burbank Hospitality Association, Inc. Board Members</u> Tony Garibian, Coast Anabelle Hotel and Safari Inn, 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 Nerissa Sugars, Hollywood Burbank Airport Michael Hernandez, Hilton Garden Inn Vacant Board Position (2) Patrick Prescott, Community Development Director (ex-officio)</p>
<p><u>Key Staff</u> Simone McFarland, Asst. Community Development Director Mary Hamzoian, Economic Development Manager/Executive Director Odette Zakarian, Economic Development Analyst/Operations Coordinator 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.