

Burbank Hospitality Association, Inc.

Special Meeting Agenda

Wednesday, January 29, 2025, at 3:00pm

Location: Hilton Garden Inn Burbank/Los Angeles | Polo 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 November 20, 2024, meeting minutes.

Recommendation: Staff recommends approval.

G. Treasurer's Report

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

H. Executive Committee Position (10 min)

ACTION ITEM

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

Recommendation: Appoint Vice Chairperson position.

I. BHA Draft Tax Returns FYE 06-30-24 (5 min)

The Board will consider approval of the BHA draft tax returns for FYE 06-30-24.

Recommendation: Staff recommends approval.

J. Creation of Ad Hoc Subcommittee for the TBID Renewal (10 min) ACTION ITEM

The Chair will select hotel general managers currently on the TBID Board to participate in a Steering Committee comprised of additional hotel representatives in Burbank to develop the service plan for the TBID renewal.

Recommendation: Approve the Chair's selection for the Steering Committee.

K. Chamber Marketing Partnership Update (10 min)

Jamie Keyser, Burbank Chamber of Commerce CEO, will provide an update on all Visit Burbank marketing efforts since the partnership kicked off in 2024.

Recommendation: Note and file.

L. Marketing Subcommittee Update (15 min) ACTION ITEM

The Marketing Subcommittee will provide an update and recommendations from their January 22, 2025, meeting covering the Request for Proposal (RFP) drafts, Burbank Merch designs, and airport advertising creative.

Recommendation: Approve draft RFPs for release on January 30, 2025, in the amount not exceeding \$480,000, and up to ten designs for Burbank Merch merchandise.

M. Hotel Burbank Membership Renewal with Universal Parks & Resorts Vacations (UPRV) (10 min) ACTION ITEM

New management at Hotel Burbank requests to be added back to the UPRV program, with the condition that they will get connectivity issues working before the term ends.

Recommendation: Staff recommends approval of the \$10,000 membership.

N. Conflict-of-Interest Policy: Frontier Airlines (10 min)

Legal Counsel will discuss Conflict of Interest Policy Reso. 2024-003 and vouchers from Frontier Airlines that were distributed during the November 20, 2024, Board Meeting.

Recommendation: Note and file.

O. Board Approved Expenditures

ACTION ITEM

The Board will consider transferring \$80,100 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.
- Hotel Burbank UPRV Renewal: \$10,000

Recommendation: Staff recommends approval of \$80,100 to transfer.

P. 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.

Q. ADJOURNMENT: Next tentative meeting is scheduled for February 19th.

<p><u>Burbank Hospitality Association, Inc. Board Members</u> Tony Garibian, Coast Anabelle Hotel and Safari Inn, 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 David Lurie, Hotel Amaranano 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.