

Burbank Hospitality Association, Inc.

Meeting Agenda

Wednesday, April 16, 2025, at 3:00pm
Location: Coast Burbank Hotel | Room: Studio B
Address: 2011 W Olive Ave, Burbank, CA 91506

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 potential conflicts of interest or any pending or enacted laws impacting the Board.

F. **Approval of Minutes**

ACTION ITEM

The Board will consider approval of the January 29, 2025, meeting minutes.

Recommendation: Staff recommends approval.

G. **Treasurer's Report**

The Treasurer will present the financial report as of February 28, 2025.

H. **BHA Audit Reports FY 2022-2023 (5 min)**

ACTION ITEM

The Board will review and consider approval of the FY 22-23 BHA audit review.

Recommendation: Staff recommends approval.

I. Marketing Subcommittee Update - RFPs (150 min) ACTION ITEM

Based on RFP reviews from the March 24th Marketing Subcommittee Meeting, the Subcommittee will invite their top three recommendations from each category to present to the Board for final consideration as Visit Burbank's new ad agency and social media manager/content creator.

Recommendation: Staff recommends selecting one ad agency and one social media manager/content creator for final consideration.

J. Board Approved Expenditures ACTION ITEM

The Board will consider transferring \$210,300 from the holding account to cover:

- The following pre-approved expenses: consultant expenses of \$42,000, legal fees of \$18,000, marketing fees of \$78,000, Chamber marketing partnership of \$6,300, and ongoing administrative expenses in the amount of \$66,000.

Recommendation: Staff recommends approval of \$210,300 to transfer.

K. 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.

L. ADJOURNMENT: Next tentative meeting is scheduled for May 21st.

Burbank Hospitality Association, Inc. Board Members

Tony Garibian, Coast Burbank Hotel and Safari Inn, **Chair**

Michael Hernandez, Hilton Garden Inn, **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

David Lurie, Hotel Amarano

Vacant Board Position (2)

Patrick Prescott, Community Development Director (ex-officio)

Key Staff

Simone McFarland, Asst. Community Development Director

Mary Hamzoian, Economic Development Manager/Executive Director

Odette Zakarian, Economic Development Analyst/Operations Coordinator

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. 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.