

# **Burbank Hospitality Association, Inc.**

## **Special Meeting Agenda**

Wednesday, June 25, 2025, at 10:30am

Location: SpringHill Suites by Marriott Los Angeles Burbank Downtown | Room:  
Media Capital

Address: 549 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 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 May 21, 2025, meeting minutes.

*Recommendation: Staff recommends approval.*

### **G. Treasurer's Report**

The Treasurer will present the financial report as of April 30, 2025.

### **H. New Board Member Appointment (10 min)**

### **ACTION ITEM**

The Board will review an application from Shannon Labbe, the General Manager for Residence Inn Los Angeles/Burbank Downtown for the second vacant position currently on the Board.

*Recommendation: Appoint Shannon Labbe as a new Board Member to the BHA.*

**I. Marketing Subcommittee Update - (30 min)** **ACTION ITEM**

Ashlee Akers and Ashley Mastako from Verdin, Visit Burbank's new marketing agency, will share the annual marketing plan for the Board to review and approve. The plan will require an additional \$70,000 in expenses as it now includes July 2025 media buy, and the addition of two months of service to Verdin's existing service plan, extending their contract until end of next fiscal year.

*Recommendation: Staff recommends approval of Verdin's marketing plan for July 2025-June 2026.*

**J. Burbank Hospitality Association Budget Presentation (15 min)** **ACTION ITEM**

Staff will present an annual BHA Budget Plan for July 2025-June 2026 for the Board to review and approve.

*Recommendation: Staff recommends approval of the BHA Budget Plan for July 2025-June 2026.*

**K. Burbank Chamber of Commerce Marketing Partnership Renewal (15 min)** **ACTION ITEM**

The Board will consider renewing the Chamber's annual marketing partnership agreement.

*Recommendation: Staff recommends the renewal of a \$25,000 annual marketing partnership plan.*

**L. International PowWow (IPW) Update (10 min)**

Staff will provide an update on the IPW conference held in Chicago from June 16-18.

*Recommendation: Note and file.*

**M. Board Approved Expenditures** **ACTION ITEM**

The Board will consider transferring \$179,700 from the holding account to cover:

- The following pre-approved expenses: consultant expenses of \$14,000, legal fees of \$6,000, marketing fees of \$34,000, Chamber marketing partnership of \$2,100, and ongoing administrative expenses in the amount of \$22,000.
- Lady Muse Social Media Content: \$6,600.
- Verdin additional funding: \$70,000.
- Chamber Marketing Partnership: \$25,000.

*Recommendation: Staff recommends approval of \$179,700 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 August 20<sup>th</sup>.**

**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

Kristin Perry, Cambria Hotel Burbank Airport

Vacant Board Position (1)

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](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.