

Burbank Hospitality Association, Inc.

Meeting Agenda

Wednesday, August 20, 2025, at 3:00pm

Location: Cambria Hotel Burbank Airport | Room: Studio AB

Address: 3501 N San Fernando Blvd, Burbank, CA 91505

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 June 25, 2025, meeting minutes.

Recommendation: Staff recommends approval.

G. Treasurer's Report

The Treasurer will present the financial report as of May 31, 2025.

H. Los Angeles Equestrian Center Update - (10 min)

Jennie Nevin, Executive Director of Business Development & Communications at LA Equestrian Center, will give an update on the current year as well as events taking place through the end of 2025.

Recommendation: Note and file.

I. 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.

J. Sponsorship Subcommittee Updates & Recommendations - (20 min) ACTION ITEM

The Sponsorship Subcommittee will make recommendations for five (5) potential event sponsorships – 1) Burbank Comedy Festival \$10,000, 2) California Institute of Behavioral Health Solutions \$10,000, 3) Burbank International Film Festival \$30,000, 4) MUSEXPO 2026 \$60,000, 5) CTNx \$30,000.

Recommendation: Approve up to \$140,000 sponsorship recommendations as provided by the subcommittee.

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. TBID Renewal Update and TOT Discussion (5 min)

Staff will present the approved Management District Plan and updates regarding TOT and next steps.

Recommendation: Note and File.

M. Destination Development Subcommittee Update – Richard Orlinski (10 min) ACTION ITEM

The Board will consider hosting six pieces of artwork from the Richard Orlinski exhibit in July 2026 for \$150,000.

Recommendation: Approve proposed art pieces for \$150,000.

N. Executive Committee Positions (10 min) **ACTION ITEM**

The Board will accept nominations for the reorganization of the Executive Committee positions including Chairperson, Vice Chairperson, Secretary, and Treasurer, to serve for the 2025-2026 fiscal year.

Recommendation: Appoint Executive Committee positions including Chairperson, Vice Chairperson, Secretary, and Treasurer.

O. Destination Development Subcommittee Update – Krypto Statue (5 min) **ACTION ITEM**

The Foundry presented a quote for the 3D printing, shipping, casting, delivery, and bronze plaque for Krypto. The total cost for the statue is \$96,150.

Recommendation: Approve the Foundry's quote for \$96,150.

P. Board Approved Expenditures **ACTION ITEM**

The Board will consider transferring \$495,850 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.
- Visit Burbank Sponsorships: \$140,000
- Chamber Marketing Partnership: \$25,000.
- Richard Orlinski Exhibit: \$150,000.
- Krypto Statue Manufacturing: \$96,150

Recommendation: Staff recommends approval of \$495,850 to transfer.

Q. 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.

R. ADJOURNMENT: Next tentative meeting is scheduled for September 17th.

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)
<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
<u>Administrative Key Staff</u> Teresa Mackey, Bookkeeping <u>Legal Counsel</u> 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.