

# **Burbank Hospitality Association, Inc.**

## **Special Meeting Agenda**

**Wednesday, September 24, 2025, at 3:00pm**

**Location: Hilton Garden Inn Burbank Los Angeles | Room: TBD**

**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 upcoming or past events or programs.

**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 August 20, 2025, meeting minutes.

*Recommendation: Staff recommends approval.*

**G. Treasurer's Report**

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

**H. Executive Committee Position - (10 min)**

**ACTION ITEM**

Due to other commitments, Kristin Perry has resigned as BHA Chair. The Board will accept nominations for the vacant Chairperson position.

*Recommendation: Appoint Executive Committee position of Chairperson.*

- I. **Verdin Presentation - Visit Burbank Logo and Design - (30 min)** **ACTION ITEM**  
Verdin will present Visit Burbank's new brand campaign and logo.

*Recommendation: Approve Marketing Subcommittee's recommended brand campaign direction.*

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

The Board will consider the revised terms for the Chamber's annual marketing partnership agreement.

*Recommendation: Staff recommends the adoption of the updated agreement.*

- K. **Amending BHA Bylaws (10 min)** **ACTION ITEM**

The Board will consider Resolution 2025-01 amending qualifications for Executive Committee positions in the BHA bylaws.

*Recommendation: Staff recommends adopting Resolution 2025-01.*

- L. **Market Outlook Forum 2025 Update (5 min)**

Staff will present key insights from Los Angeles Tourism's 2025 Market Outlook Forum.

*Recommendation: Note and File.*

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

The Board will consider transferring \$84,700 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.

*Recommendation: Staff recommends approval of \$84,700 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 October 15<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

Shannon Labbe, Residence Inn by Marriott Los Angeles Burbank/Downtown

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.