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 15th.

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. 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.

BURBANK HOSPITALITY ASSOCIATION BOARD MEETING

Minutes for the Meeting of September 24, 2025, at 3:00PM
Location: Hilton Garden Inn Burbank Los Angeles I Room: Polo Room
401 S San Fernando Blvd, Burbank, CA 91502

Members Present:	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 Tour Hollywood, **Treasurer** Ali Schmidt, Universal Studios Hollywood Nerissa Sugars, Hollywood Burbank Airport Fatima Achhal, SpringHill Suites by Marriott
Members Absent:	Shannon Labbe, Residence Inn by Marriott Kristin Perry, Cambria Hotel Burbank Airport David Lurie, Hotel Amarano Alan Tate, Los Angeles Marriott Burbank Airport Patrick Prescott, Community Development Director (ex-officio)
Members of the Public:	Vladimir Rodriguez, Hotel Burbank Daniel Garcia, Quality Inn Burbank Airport Ashlee Akers, Verdin Marketing Ashley Mastako, Verdin Marketing
Admin/Marketing Key Staff:	Mary Hamzoian, Executive Director Odette Zakarian, Operations Coordinator
Bookkeeping Staff:	Teresa Mackey, Bookkeeping
Legal Counsel:	Aleks R. Giragosian, Colantuono, Highsmith & Whatley, PC

The Burbank Hospitality Association (BHA) Board Meeting was called to order at 3:00p.m. on Wednesday, September 24, 2025.

A. Roll Call

There was a quorum with seven (7) members present, and four (4) members absent.

B. Announcements

Staff announced the following items:

Updates:

- Burbank International Film Festival is happening this week.
  - Quentin Tarantino receiving Vanguard Award on Sunday, 9/28.
- Son of Monsterpalooza is taking place at the Los Angeles Marriott Burbank Airport October 10-12.
  - Celebration of Monsters, Movie Magic & Makeup Mastery.

C. Public Comment

Vladimir Rodriguez from Hotel Burbank announced that Hotel Burbank has hired a new general manager, Casey Graves.

D. Board Member Comments

Jamie Keyser announced that the Chamber hosted a summer mixer at the Residence Inn with 150 attendees. Ms. Keyser also announced she was at the AMC 16 Theaters for the Burbank International Film Festival, and it was packed with people, showing a promising turnout this year.

Tony Garibian brought to the Board's attention some issues that were recently discovered with Hotel Planner. Hotel Planner representatives have been answering phones posing as the listed Burbank hotels. They are also charging an administration fee on bookings which is non-refundable. That fee is not addressed in negotiations with Visit Burbank. Mr. Garibian wanted to bring this information to the Board's attention so the Board could decide if they would like to put it on the agenda and discuss further at a future meeting. The Board agreed they would like to put this item on a future agenda. Staff has reached out to Hotel Planner, but their response to these accusations were very vague. Legal Counsel will connect with HotelPlanner to draft an agreement and present it to the Board at a future meeting.

The second item Mr. Garibian wanted to address was the Executive Committee election from the last meeting. He felt there was a misunderstanding at the last meeting that resulted in Kristin Perry resigning as Board Chair shortly after the executive committee elections. Typically, the role of each Executive Committee position is explained prior to the election, however that was not done last time. As former Chair, Mr. Garibian took time after the meeting to explain some of the responsibilities and expectations to Ms. Perry such as negotiations and conversations with the City regarding TOT increase, disputes regarding TOT taxes and audits, and helping shape the service agreement for the TBID renewal, which ultimately led Ms. Perry to reconsider her position as Board Chair. Mr. Garibian felt it would be unfair to Ms. Perry if it was not clearly explained to the Board why she resigned.

Nerissa Sugars announced that passenger numbers at BUR are down in comparison to this time last year. Two new airlines are starting service at BUR. Breeze is replacing Avelo which will no longer be operating out of BUR. The other new airline is Allegiant.

Ali Schmidt announced that Halloween Horror Nights has been performing spectacularly. Planning is taking place for Fan Fest 2026. There will be an IP drop shortly. Mr. Garibian said that the first Fan Fest attracted many overnight hotel stays. Ms. Schmidt said that was likely due to large crowds attending from outside the Los Angeles area.

The Board raised questions about the City's involvement with the upcoming World Cup and Olympic games. Staff said more information will be shared once the steering committee has a chance to regroup, but the City is in the process of submitting an RFP to be considered an official fan zone for FIFA.

E. Legal Counsel Update

There were no updates from Legal Counsel.

F. Approval of Minutes **ACTION ITEM**

The minutes for the BHA Board meeting of August 20, 2025, were presented for approval.

Ali Schmidt made a motion for approval of the minutes as presented, seconded by Jamie Keyser; motion carried 7-0.

G. Treasurer's Report

BHA Treasurer, Danny Kahn, presented the profit and loss report for July 2025, the BHA currently collected $231,618.05 in income with expenses totaling $259,616.92. The Board's total assets equal $1,008,217.11 as of July 31, 2025.

H. Executive Committee Position (10 min) **ACTION ITEM**

Elections were held for executive committee positions at the August 20th meeting. Kristin Perry has reconsidered her decision to take the Chair position and has formally stepped down. The Board accepted nominations for the vacant Chairperson position. Tony Garibian expressed interest in running for the position.

Danny Kahn made a motion to appoint Tony Garibian as Chairperson, seconded by Nerissa Sugars; motion carried 7-0.

I. Amending BHA Bylaws (10 min) **ACTION ITEM**

The Board moved up the "BHA Bylaws" agenda item since it aligned with the executive committee positions. Staff determined it was necessary to create a clearer set of guidelines and standards for holding an executive position. Staff presented Resolution 2025-01, which amended the Bylaws to include language stating that a Board Member cannot serve on an Executive Committee position unless they have served one continuous year on the Board and a BHA subcommittee. These guidelines would be waived if no one on the Board met these criteria when selecting executive committee positions.

Nerissa Sugars made a motion to approve the resolution as explained, seconded by Fatima Achhal; motion carried 7-0.

J. Verdin Presentation – Visit Burbank Logo and Design (30 min) **ACTION ITEM**

Ashlee Akers and Ashley Mastako from Verdin presented the new brand campaign and logo for Visit Burbank. The new designs were first presented to Staff, and then to the Marketing Subcommittee who narrowed down the design from three different directions to one for the Board's consideration.

Ms. Akers went over the research and strategy that ultimately led to the design being presented today. Ms. Sugars asked what conversations would be had with Lady Muse, Visit Burbank's social media manager, to ensure brand consistency. Ms. Mastako confirmed that the Verdin team would be meeting with Lady Muse and building out templates in Canva to ensure brand consistency.

Ali Schmidt felt the logo needed some modifications and more reflection of the film industry. Ms. Schmidt felt the team should consider a call to action different from "Visit." She also felt the logo has too much of an art deco feel, but Ms. Sugars felt it is more mid-century modern. Ms. Sugars also said she would have liked to see the application of the logo on something to provide a better visual.

After additional discussion from staff and the Board, it was recommended that Verdin make slight modifications to the logo presented and continue building upon the brand.

Fatima Achhal made a motion to approve the logo, seconded by Michael Hernandez; motion carried 7-0.

K. <u>Burbank Chamber of Commerce Marketing Partnership Renewal – (15 min)</u>
<u>ACTION ITEM</u>

This agenda item was approved at the last meeting, but brought back to due to concerns from the Chamber regarding the requirement to host three mixers at hotels. The Board originally requested the Chamber host three evening mixers. After meeting with the Chamber, Staff learned that they host six mixers total each year, so three specifically for Visit Burbank would be challenging. Staff suggested that the Chamber hold two evening mixers at Burbank hotels, and an additional mixer at a local attraction allowing for greater flexibility for the Chamber while still maintaining three mixers for Visit Burbank.

Tony Garibian made a motion to adopt the updates to the Chamber agreement, seconded by Danny Kahn, Jamie Keyser and Nerissa Sugars abstained; motion carried 5-0-2.

L. <u>Market Outlook Forum 2025 Update (5 minutes)</u>

Staff presented key insights from Los Angeles Tourism's 2025 Market Outlook Forum. While tourism is down, speakers tried to present potential solutions and best practices. One of the biggest challenges Los Angeles is facing is that recent events have allowed the media to tarnish its brand. In addition to that, tariffs, inflation, and increased visa costs are also taking a toll on travel to the U.S.

Some positive highlights included sports tourism being on the rise, and increased interest in travel for the upcoming World Cup and Olympics. The Pasadena/Glendale/Burbank market is also performing much stronger than other Los Angeles submarkets.

Ms. Sugars asked if it was possible to get an update on what the City of Burbank is doing in preparation for the World Cup and Olympics. Staff confirmed that many discussions are taking place, and after the World Cup and Olympics Steering Committee are briefed, Staff will bring the updates to the Board.

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.

Jamie Keyser made a motion to approve the Board Expenditures as presented, seconded by Fatima Achhal; motion carried 7-0.

N. Future Agenda Items

- Tourism Impact Report Presentation
- Destination Development Subcommittee Update
- World Cup & Olympics Steering Committee Update
- Licensing Agreement with Warner Bros. Consumer Products.

O. ADJOURNMENT: The meeting adjourned at 4:46p.m. The next tentative meeting will take place on October 15th.