

Burbank Hospitality Association, Inc.

Meeting Agenda

Wednesday, January 21, 2026, at 3:00pm

Location: Los Angeles Marriott Burbank Airport | Room: Sunset A&B Room

Address: 2500 N Hollywood Way, 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 December 17, 2025, meeting minutes.

Recommendation: Staff recommends approval.

G. Treasurer's Report

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

H. IKE Wayfinding & Tourism Kiosk Presentation (15 min)

ACTION ITEM

Elizabeth Hennes from The Afriat Consulting Group will present an overview of a proposed digital wayfinding and tourism kiosk program for the City of Burbank, and request a letter of support from the Board.

Recommendation: Approve a letter of support for a wayfinding and tourism kiosk program through IKE.

I. Los Angeles Equestrian Center (LAEC) Partnership (15 min) **ACTION ITEM**
LA Equestrian Center Executive Director, Jennie Nevin, will present a proposal for a \$5,000 annual partnership with Visit Burbank.

Recommendation: Approve \$5,000 annual proposal with LA Equestrian Center.

J. ONE Burbank Fiber Services Update (10 min)
Robert De Leon from BWP will provide an update on ONE Burbank Fiber Services.

Recommendation: Note and file.

K. Resolution No. 2026-001 Appointing Account Representatives and Authorized Signatories (10 min) **ACTION ITEM**
The Board will consider adopting Resolution No. 2026-001 appointing the Chairperson, Vice Chairperson, Treasurer, Secretary, and Executive Director to serve as account representatives and authorizing them to sign checks on behalf of the Board.

Recommendation: Staff recommends review and approval of resolution as presented.

L. City Services Agreement (10 min) **ACTION ITEM**
The Board will review changes and updates made to the City Services Agreement between the City of Burbank and BHA's Legal Counsel.

Recommendation: Approve the updated City Services Agreement.

M. Board Responsibilities Training (15 min)
Legal Counsel will present a brief training on "Board Responsibilities."

Recommendation: Note and file.

N. Bi-Annual Social Media Wrap-up (15 min)
Natalie Abouchian, Visit Burbank's social media manager, will present social media updates and metrics from the last six months.

Recommendation: Note and file.

O. Board Approved Expenditures
The T-BID account has sufficient funds to cover this month's expenses. There is no need to carry money over in January.

P. 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.

Q. ADJOURNMENT: Next tentative meeting is scheduled for February 18th.

Burbank Hospitality Association, Inc. Board Members

Michael Hernandez, Hilton Garden Inn, **Chair**
Jamie Keyser, Burbank Chamber of Commerce, **Vice Chair**
David Lurie, Hotel Amarano, **Treasurer**
Danny Kahn, Warner Bros. Studio Tours, **Secretary**
Alan Tate, Los Angeles Marriott Burbank Airport
Ali Schmidt, Universal Studios Hollywood
Nerissa Sugars, Hollywood Burbank Airport
Casey Graves, Hotel Burbank
Kristin Perry, Cambria Hotel Burbank Airport
Armaan Patel, Coast Burbank Hotel and Safari Inn
Vacant Board Position (1)
Patrick Prescott, Community Development Director (ex-officio)

Key Staff

Simone McFarland, Asst. Community Development Director
Mary Hamzolian, 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.