

Burbank Hospitality Association, Inc.

Meeting Agenda

Wednesday, December 17, 2025, at 3:00pm
Location: Hotel Amarano | Room: The Great Room
Address: 322 N. Pass Ave., 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 November 19, 2025, meeting minutes.

Recommendation: Staff recommends approval.

G. Treasurer's Report

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

H. New Board Member Appointments (10 min)

ACTION ITEM

The Board will review applications from Armaan Patel, General Manager for the Coast Burbank Hotel and Safari Inn, and Casey Graves, General Manager for Hotel Burbank for the vacant positions currently on the Board.

Recommendation: Appoint Armaan Patel and Casey Graves as new Board Members to the BHA.

- I. **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.

- J. **City Services Agreement (10 min)** **ACTION ITEM**
The Board will review updates made to the City Services Agreement by the City Attorney.

Recommendation: Approve City Attorney's requested changes.

- K. **Destination Development Update (15 min)** **ACTION ITEM**
Staff will provide an update on the Richard Orlinski Exhibit, Monument and Wayfinding signage, and the Krypto and Superman statues.

Recommendation: Approve \$119,400 production and installation quote for the Superman statue.

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

Recommendation: Note and file.

- M. **FIFA World Cup Update (10 min)**
Staff will present an update on the City of Burbank's status as a 2026 official FIFA Fan Zone.

Recommendation: Note and file.

- N. **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 December.

- O. **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.

P. ADJOURNMENT: Next tentative meeting is scheduled for January 21st.

<p><u>Burbank Hospitality Association, Inc. Board Members</u></p>
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<p>Tony Garibian, Coast Burbank Hotel and Safari Inn, Chair</p>
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<p>Michael Hernandez, Hilton Garden Inn, Vice Chair</p>
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<p>Jamie Keyser, Burbank Chamber of Commerce, Secretary</p>
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<p>Danny Kahn, Warner Bros. Studio Tours Treasurer</p>

<p>Alan Tate, Burbank Airport Marriott</p>
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<p>Ali Schmidt, Universal Studios Hollywood</p>

<p>Nerissa Sugars, Hollywood Burbank Airport</p>
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<p>David Lurie, Hotel Amarano</p>

<p>Kristin Perry, Cambria Hotel Burbank Airport</p>

<p>Vacant Board Positions (2)</p>

<p>Patrick Prescott, Community Development Director (ex-officio)</p>
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<p><u>Key Staff</u></p>

<p>Simone McFarland, Asst. Community Development Director</p>

<p>Mary Hamzoian, Economic Development Manager/Executive Director</p>

<p>Odette Zakarian, Economic Development Analyst/Operations Coordinator</p>

<p>Robin Faulk, Marketing Consultant</p>
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<p><u>Administrative Key Staff</u></p>

<p>Teresa Mackey, Bookkeeping</p>

<p><u>Legal Counsel</u></p>

<p>Aleks R. Giragosian, Colantuono, Highsmith & Whatley, PC</p>

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 November 19, 2025, at 3:00PM

**Location: Hilton Garden Inn 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**
Kristin Perry, Cambria Hotel Burbank Airport
David Lurie, Hotel Amarano
Nerissa Sugars, Hollywood Burbank Airport

Members Absent: Danny Kahn, Warner Bros. Studio Tour Hollywood, **Treasurer**
Ali Schmidt, Universal Studios Hollywood
Alan Tate, Los Angeles Marriott Burbank Airport
Two (2) Board Vacancies
Patrick Prescott, Community Development Director (ex-officio)

Members of the Public: Carmela Buenrostro, Hotel Burbank
Geri Gomes, Hotel Burbank
Serena Whitecotton, Universal Studios Hollywood
Jade Marin, Universal Studios Hollywood
Armaan Patel, Coast Burbank Hotel and Safari Inn
Ashlee Akers, Verdin Marketing (Zoom)
Ashley Mastako, Verdin Marketing (Zoom)
Daryl Cronk, Tourism Economics (Zoom)

Admin/Marketing Key Staff: Mary Hamzoian, Executive Director
Odette Zakarian, Operations Coordinator
Robin Faulk, Marketing Consultant (Zoom)

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 3:07p.m. on Wednesday, November 19, 2025.

A. Roll Call

There was a quorum with six (6) members present, and three (3) members absent.

B. Announcements

Staff announced the following items:

New establishments that opened in Burbank:

- TailoredSpace – 40 E Verdugo Ave

- Olive & Thyme on Olive – 3400 W Olive Ave

Coming soon to Burbank:

- Equinox – 3400 Riverside Dr
- Van Leeuwun Ice Cream – 321 N San Fernando

Updates on events:

- Fatima Achhal and Shannon Labbe Resignation
- CTN Expo – Nov 20-23
- Holiday in the Park – Nov 21
- Burbank Winter Wine Walk – Nov 22
- Winter Arts Festival – Dec 13-14
- TBID Renewal Passed – Changes to the City Services Agreement have been submitted to the City Attorney's Office for review.

C. Public Comment

Armaan Patel, the new owner of the Coast Burbank Hotel and Safari Inn, introduced himself to the Board. He has several hotels in the Studio City and North Hollywood area, but this is his first Burbank property. He plans to join the Board.

D. Board Member Comments

Tony Garibian accepted an offer to sell the Coast Burbank Hotel and Safari Inn. Armaan Patel is the new owner of the hotel and will officially takeover the property on December 1st. Mr. Garibian will be resigning from the Board after the December Board meeting and effective December 18th to tie up loose ends with the City Services Agreement and Superman statue proposal for Hollywood Burbank Airport. He has held conversations with a couple airport commissioners, and they have shown support for installing the statue at the airport. The airport commissioners told Mr. Garibian they will agendize the vote for placing Superman at the new airport terminal in December.

Nerissa Sugars announced that Allegiant Airlines has started non-stop services to Des Moines and Indianapolis out of BUR. Breeze Airways will be flying to Provo. Alaska Airlines is starting a non-stop service to Honolulu beginning May 2026. Southwest has added flights to San Francisco and Santa Rosa.

David Lurie announced that the Warner Bros. Ranch Lot Studios is opening ahead of schedule.

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 October 15, 2025, were presented for approval.

David Lurie made a motion for approval of the minutes as presented, seconded by Michael Hernandez; motion carried 6-0.

G. Treasurer's Report

BHA bookkeeper, Teresa Mackey, presented the profit and loss report for September 2025, the BHA currently collected \$104,806.00 in income with expenses totaling \$236,592.03. The Board's total assets equal \$901,290.58 as of September 30, 2025.

H. Universal Parks & Resorts Vacations (UPRV) 2025 Update and Renewal for 2026 (25 min) **ACTION ITEM**

Serena Whitecotton, Manager of UPRV Product, provided an update on the 2025 program and presented the roadmap for 2026. UPRV reported a 39% decrease in Burbank hotel room night volume in FY24-25 compared to the prior year. This was mainly due to unexpected challenges such as the January fires, political protests, and a soft economy. Despite the decline, UPRV's monthly rotation of Burbank hotels into their top five booking engine positions added \$35,000 in revenue for Visit Burbank this fiscal year.

UPRV's Create Your Own Vacation Package is the park's main paid media message for Northern California and domestic US tourists, leading to 1.48 billion impressions in FY24-25, while the Visit Burbank advertising campaign had a total of 770,287 impressions. Additional marketing efforts included hosting the first-ever Guest Contact Center (GCC) education day where over 250 GCC agents visited the Visit Burbank booth and learned more about Burbank-area partner hotel and activity options. UPRV also hosted two FAMs and Fan Fest Nights. For FY25-26, room night bookings are pacing 46% below last year, but planned promotions and ticket packages, including the new FanFest Nights package, aim to stimulate recovery early in the year. UPRV's consumer website was relaunched after 18 months of development to align visually with Universal Studios Hollywood, improving usability and brand compliance.

Ms. Whitecotton presented the marketing fees for 2026. The cost for 11 Burbank hotels would be \$108,333. This includes credit applied for technical challenges with Coast Burbank Hotel and Safari Inn in 2025.

Michael Hernandez made a motion to renew the UPRV Program for 2026, seconded by Kristin Perry; motion carried 6-0.

I. Visit Burbank Brand Campaign (30 min) **ACTION ITEM**

Ashlee Akers and Ashley Mastako from Verdin shared the final two campaign concepts, "LA's Best Kept Story," and "Go Off Script," that were presented to the Marketing Subcommittee. With both concepts being equally strong, both staff and the Marketing Subcommittee have struggled favoring one concept over the other. "LA's Best Kept Story" was favored for its broader audience appeal, while "Go Off Script" was favored for its creative edge.

After discussion, the Board officially approved “Go Off Script”, citing its alignment with Burbank’s identity and major drivers like Warner Bros. and Universal Studios. Production for this concept will require additional coordination for talent and scenes but aims for a rollout aligned with the website rebrand in early 2026. The marketing team is committed to using local production resources to support the City’s economy and maintain authenticity.

Jamie Keyser made a motion to approve Concept 2 – “Go Off Script,” seconded by Kristin Perry; motion carried 6-0.

J. Tourism Economics Presentation – (25 min)

Daryl Cronk from Tourism Economics presented key findings from the 2024 Tourism Impact Study, TOT and Funding Analysis, Custom Lodging Report, and World Cup & Olympics Report. In 2024, Burbank welcomed 3.2 million visitors who spent \$843 million, supporting 7,900 jobs and \$32.1 million local taxes.

A summary of all four reports were presented to the Board. No further action was taken on this item.

K. TBID Annual Report – (10 min)

In addition to the TBID’s 10-year renewal, the TBID Annual Report was also on the agenda for City Council approval on November 18. Staff shared copies of the Annual Report and Staff Report that were presented to Council. This year’s report includes accomplishments from the last 14 years.

The purpose of the annual report is to provide an overview of accomplishments from the previous fiscal year and plans for the following fiscal year. No further action was taken on this item.

L. World Cup and Olympics Update – (10 min)

The City is pursuing designation as an official FIFA World Cup fan zone for July 18-19, 2026. If selected, specific areas of Downtown Burbank would be shutdown to allow for multiple stages and activation zones. Visit Burbank would have a significant marketing presence in the fan zone, boosting brand visibility and visitor interaction. FIFA has strict branding and promotion rules which will need to be followed when considering potential sponsorship partners.

The City is also holding meetings for the 2028 Olympics and Paralympics with delegations from France, Italy, and the UK Consulate. Parks and Recs is working to bring youth events, camps, and games to the City thanks to Burbank’s strong reputation in adaptive sports. Staff has also attended several stakeholder meetings including 88 for 28 and LA Sports & Entertainment Procurement Summit. No further action was taken on this item.

At this point, Kristin Perry had to leave the meeting. The quorum was now five (5) members.

M. Board Approved Expenditures

ACTION ITEM

The Board will consider transferring \$200,940 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.
- Civitas: \$6,240
- UPRV: \$110,000

Jamie Keyser made a motion to approve the Board Expenditures as presented, seconded by David Lurie; motion carried 5-0.

N. Future Agenda Items

- Sponsorship Subcommittee Update
- Superman Statue Location
- City Services Agreement – Final Version
- HotelPlanner Agreement
- BWP Updates
- FlightPath3D Proposal
- Lady Muse Social Media Bi-annual Update
- Board Vacancies/Chair Appointment
- Board Responsibilities and Brown Act Training
- Meeting Reimbursement Policy

O. ADJOURNMENT: The meeting adjourned at 5:14p.m. The next tentative meeting will take place on December 17th.

Balance Sheet

Burbank Hospitality Association

As of October 31, 2025

DISTRIBUTION ACCOUNT	TOTAL
Assets	
Current Assets	
Bank Accounts	
CBB Checking	816,382.07
Checking	28.99
Citizen MM	231,766.95
City Treasurer	-147,869.41
Savings	5.00
Total for Bank Accounts	\$900,313.60
Other Current Assets	
005 Market Value Adjustments	22,847.35
33000 City Treasurer's Investments	0.00
Undeposited Funds	0.00
Total for Other Current Assets	\$22,847.35
Total for Current Assets	\$923,160.95
Fixed Assets	
15000 Furniture and Equipment	0.00
Total for Fixed Assets	\$0.00
Total for Assets	\$923,160.95
Liabilities and Equity	
Liabilities	
Current Liabilities	
Credit Cards	
Citizen's CC	-2,867.22
Total for Credit Cards	-\$2,867.22
Other Current Liabilities	
2500 Accrued Expenses	0.00
Total for Other Current Liabilities	\$0.00
Total for Current Liabilities	-\$2,867.22
Total for Liabilities	-\$2,867.22
Equity	
45273 Salary Holding	0.00
32000 Unrestricted Net Assets	1,036,185.12
Net Income	-110,156.95
Total for Equity	\$926,028.17
Total for Liabilities and Equity	\$923,160.95

Profit and Loss
Burbank Hospitality Association
October 1-31, 2025

DISTRIBUTION ACCOUNT	TOTAL
Income	
001 Assessments-City Treasurer	108,080.42
002 Interest - City Treasurer	887.27
47200 Program Income	
47220 aRes Contributions	89.28
Total for 47200 Program Income	\$89.28
Total for Income	\$109,056.97
Gross Profit	\$109,056.97
Expenses	
62000 Sales and Marketing Expenses	
62500 Consultants	5,000.00
64000 Marketing / Advertising	\$24,756.15
64060 Social Media Management	6,600.00
Total for 64000 Marketing / Advertising	\$31,356.15
65010 Books, Subscriptions, Reference	97.60
65130 Sponsorships	14,583.22
68300 Travel and Meetings	
68310 Conference, Convention, Meeting	71.23
Total for 68300 Travel and Meetings	\$71.23
Total for 62000 Sales and Marketing Expenses	\$51,108.20
65000 Administration Expense	
62110 Accounting Fees	250.00
62140 Legal Fees	5,046.50
62150 Outside Contract Services	6,240.00
65050 Telephone, Telecommunications	50.00
65060 Salary Expenses	16,445.75
Total for 65000 Administration Expense	\$28,032.25
67000 Destination Development	8,350.00
Melio services fee	15.00
Total for Expenses	\$87,505.45
Net Operating Income	\$21,551.52
Net Other Income	
Net Income	\$21,551.52



Burbank Tourism Business Improvement District

Application for appointment to the Burbank Hospitality Association

Mr./Ms./Mrs.

Name: PATEL ARMAAN

(Last)

(First)

(Middle)

Business Name: AGA Essentials - Coast Hotel Burbank & Safari Inn

Address: 2011 W Olive Ave, Burbank, CA 91506

Phone: 818.395.9949

1911 W Olive Ave, Burbank, CA 91506

Fax:

Email Address: armaan@agahotels.com

Title: CEO

Specify the representation your establishment belongs to:

☒ Lodging ☐ City of Burbank representative ☐ At-Large/Vested Tourism Interest

Specify current or prior service on a City or Community Board, Commission, or Committee: I am currently the face of the Emerging Leaders Program, and we recently hosted our first conference in

Denver, Colorado. We brought together more than 300 young hoteliers, creating a space for emerging leaders in the industry.

List your involvement or desired involvement in community activities:

Im committed to building a hospitality environment where anyone can step in, grow, and lead the community of AAHOA.

By removing barriers and opening doors, we create an industry that truly reflects the people we serve.

What are your goals in serving on this Board?

I aim to strengthen Burbank's hospitality ecosystem by supporting initiatives that help hotels, small businesses, and tourism partners grow and succeed. As an owner, I want to give the real perspectives of how we are seeing market trends and cost rising

Describe any qualifications, experience, technical or professional background you may have relative to the duties of this position:

Armaan's illustrious journey began at the age of 16. As the founder of AGA Hotels a Growing Boutique Hotel Chain and the CEO of AGA Essentials, a company that places reputation and culture at its core they manage 30+ Hotels between Los Angeles and San Diego.

I hereby certify that the information contained in this application and any accompanying documents is true and correct to the best of my knowledge.

Armaan Patel

Signature of Applicant

11/28/2025

Date

- ❖ If you are interested in serving on the Board, please submit your application to Odette Zakarian via email at ozakarian@burbankca.gov



Burbank Tourism Business Improvement District

Application for appointment to the Burbank Hospitality Association

Mr./Ms./Mrs.

Name: Graves Casey
(Last) (First) (Middle)

Business Name: Hotel Burbank

Address: 150 E Angeleno Ave Phone: 818-841-4770
Burbank, CA 91502 Fax: _____

Email Address: casey.graves@oso.co

Title: General Manager

Specify the representation your establishment belongs to:

☒ Lodging ☐ City of Burbank representative ☐ At-Large/Vested Tourism Interest

Specify current or prior service on a City or Community Board, Commission, or Committee: On board of directors for: Visit Santa Barbara, Visit Laguna Beach, Visit Marina del Rey

List your involvement or desired involvement in community activities:

Would love to be an active member of the community both in business and personally through involvement and engagement with

What are your goals in serving on this Board? _____

To support and foster business development and specifically tourism to Burbank

Describe any qualifications, experience, technical or professional background you may have relative to the duties of this position: _____

Board of directors in multiple markets before. General Manager for 15+ years

I hereby certify that the information contained in this application and any accompanying documents is true and correct to the best of my knowledge.

Casey Graves

12/7/2025

Signature of Applicant

Date

- ❖ If you are interested in serving on the Board, please submit your application to Odette Zakarian via email at ozakarian@burbankca.gov

Burbank Hospitality Board Meeting

December 17, 2025



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Announcements

NEW:

- Pub del Pueblo – 1623 N San Fernando Blvd
- Viva Photo Studio – 201 E Magnolia Blvd

COMING SOON:

- Lamay Nail Spa – 134 N San Fernando Blvd
- Van Leeuwun Ice Cream – 321 N San Fernando

2

Announcements

UPDATES:

- Holidays Made Here at WBSTH, Dec 18 – Jan 4
- Universal Studios Hollywood's Eve, Dec 31

3

Destination Development Update

Presented By: Mary Hamzoian and Odette Zakarian



4

Destination Development – Richard Orlinski Exhibit

- Howling Wolf piece is no longer available.
- Hoping to replace with blue panther piece and push dates to Aug-Sept 2026.



5

Destination Development – Monument Signage & Wayfinding

- RFP has been drafted.
- Planning and Transportation helping finalize the draft.
- Purchasing likely won't be able to post until early January.



6

Destination Development – DC Projects

Krypto Statue

- Agreements in place
- Plaque completed
- Statue in 3D Printing Phase
- No updates on dog park completion date

DC Super Hero Mural

- On hold until new location secured

Superman Statue

- Agreements in Progress
- Design and plaque approved
- Location – Waiting for Airport Commission to meet and approve
- Approval needed for \$119,400 quote from Foundry

7

FIFA World Cup Update

Presented By: Mary Hamzoian & Odette Zakarian



8

World Cup Update

Burbank selected as official FIFA Fan Zone!

Next Steps:

- Execute contract between City and FIFA.
- Review proposal from CBF Productions.
- Present to Council in January and request funding in March.
- Economic Development is leading internal meetings and planning efforts.



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FUTURE AGENDA ITEMS

- Sponsorship Subcommittee Update
- Superman Statue Location
- Board Vacancy
- HotelPlanner Agreement
- BWP Updates
- FlightPath3D Proposal
- Lady Muse Social Media Bi-annual Update
- LAEC Partnership
- Board Responsibilities Training

10

Q & A

ADJOURNMENT: Next tentative meeting is scheduled for January 21st.

