

# Burbank Hospitality Association, Inc.

## Meeting Agenda

Wednesday, February 18, 2026, at 3:00pm  
Location: Burbank Chamber of Commerce | Room: Chamber Board Room  
Address: 200 W Magnolia 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 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 January 21, 2026, meeting minutes.

*Recommendation: Staff recommends approval.*

### G. Treasurer's Report

The Treasurer will present the financial report as of January 31, 2026.

### H. FlightPath3D Proposal (20 min)

### ACTION ITEM

The Board will consider an in-flight advertising opportunity for Visit Burbank with FlightPath3D for participating flights out of Hollywood Burbank Airport. The proposal includes an interactive route map, and seatback and mobile destination guides.

*Recommendation: Approve the \$30,000 marketing opportunity with FlightPath3D.*

**I. Burbank Water & Power (BWP) Update (10 min)**

Marisa Di Domenico from BWP will present an update on current rates and rebates.

*Recommendation: Note and file.*

**J. International Economic Development Council (IEDC): Letter of Support (10 min)**

**ACTION ITEM**

The Economic Development team at the City of Burbank is applying to the International Economic Development Council to be designated as an Accredited Economic Development Organization. The team would like to request a letter of support from BHA.

*Recommendation: Approve a letter of support for the City of Burbank's accreditation as an Economic Development Organization.*

**K. Sponsorship Subcommittee Updates & Recommendations - (15 min)**

**ACTION ITEM**

The Sponsorship Subcommittee will make recommendations for three (3) potential event sponsorships – 1) Arts Media and Entertainment Institute \$30,000, 2) AfroAnimation 6.0 \$30,000, 3) Burbank Comedy Festival \$2,500.

*Recommendation: Approve up to \$62,500 sponsorship recommendations as provided by the subcommittee.*

**L. Destination Development Subcommittee Update (15 min)**

Staff will share updates regarding location and dates for the Richard Orlinski Exhibit, Monument and Wayfinding Signage, and Krypto and Superman statues.

*Recommendation: Note and file.*

**M. HotelPlanner Partnership Update (10 min)**

BHA will continue to offer member hotels the discounted rates for HotelPlanner's services.

*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 February.

**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 March 18<sup>th</sup>.**

<p><b><u>Burbank Hospitality Association, Inc. Board Members</u></b> Michael Hernandez, Hilton Garden Inn, <b>Chair</b> Jamie Keyser, Burbank Chamber of Commerce, <b>Vice Chair</b> David Lurie, Hotel Amarano, <b>Treasurer</b> Danny Kahn, Warner Bros. Studio Tours, <b>Secretary</b> 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)</p>
<p><b><u>Key Staff</u></b> Simone McFarland, Asst. Community Development Director Mary Hamzoian, Economic Development Manager/Executive Director Odette Zakarian, Economic Development Analyst/Operations Coordinator Robin Faulk, Marketing Consultant</p>
<p><b><u>Administrative Key Staff</u></b> Teresa Mackey, Bookkeeping</p>
<p><b><u>Legal Counsel</u></b> Aleks R. Giragosian, Colantuono, Highsmith &amp; 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](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.