

# Burbank Hospitality Association, Inc.

## Meeting Agenda

Wednesday, April 15, 2026, at 3:00pm

Location: Hilton Garden Inn | Room: Polo Room

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 events attended and/or report any gift disclosures.

### E. Approval of Minutes

### ACTION ITEM

The Board will consider approval of the March 18, 2026, meeting minutes.

*Recommendation: Staff recommends approval.*

### F. Treasurer's Report

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

### G. FIFA Update and Sponsorship Opportunity (20 min)

### ACTION ITEM

Staff will provide an update on the latest developments with the Los Angeles World Cup 26 Fan Zone at Downtown Burbank and discuss updated sponsorship opportunities. The Board will have an opportunity to evaluate the new sponsorship benefits and determine if they would like to contribute additional funding to the \$100,000 that was originally approved in March.

*Recommendation: Approve additional funding for the Fan Zone sponsorship.*

**H. Universal Parks & Resorts Vacations (UPRV) Sponsorship Opportunity (15 min)**

**ACTION ITEM**

UPRV is interested in sponsoring Visit Burbank up to \$30,000 to market and promote UPRV partner hotels in May and June 2026, leading up to the Fan Zone event to encourage visitors attending the Fan Zone also visit Universal Studios Hollywood.

*Recommendation: Approve UPRV's sponsorship contribution.*

**I. Visit Burbank Marketing Collateral for Events and Hotels (15 min) **ACTION ITEM****

The Society of Commercial Archeology is hosting a Route 66 anniversary event with attendees staying at the Safari Inn and visiting Bob's Big Boy. They have requested Visit Burbank's support in obtaining 100 complimentary nametags and lanyards which would include Visit Burbank's logo. The cost would be under \$300. Staff would like to discuss the Board's desire to support these types of events with marketing collateral at Burbank hotels, including elevator wraps and key cards.

*Recommendation: Approve funding nametags for the Society of Commercial Archeology event and consider marketing opportunities at future events and locations.*

**J. Destination Development Update (10 min)**

Staff will provide an update on the Superman statue location and positioning, and where the Monument and Wayfinding Signage Program stands in the RFP process.

*Recommendation: Note and file.*

**K. 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 April.

**L. 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.

**M. ADJOURNMENT: Next tentative meeting is scheduled for June 17<sup>th</sup>.**

**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 Kristin Perry, Cambria Hotel Burbank Airport Armaan Patel, Coast Burbank Hotel and Safari Inn Vacant Board Positions (2) Patrick Prescott, Community Development Director (ex-officio)
<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
<b><u>Administrative Key Staff</u></b> Teresa Mackey, Bookkeeping
<b><u>Legal Counsel</u></b> 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.