

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 Orlinki 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 18th.

<p><u>Burbank Hospitality Association, Inc. Board Members</u> 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)</p>
<p><u>Key Staff</u> 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><u>Administrative Key Staff</u> Teresa Mackey, Bookkeeping</p>
<p><u>Legal Counsel</u> 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 January 21, 2026, at 3:00PM

**Location: Los Angeles Marriot Burbank Airport | Room: Sunset A&B Room
2500 N Hollywood Way, Burbank, CA 91505**

Members Present: Michael Hernandez, Hilton Garden Inn, **Chair**
Jamie Keyser, Burbank Chamber of Commerce, **Vice Chair**
David Lurie, Hotel Amarano, **Treasurer**
Danny Kahn, Warner Bros. Studio Tour Hollywood, **Secretary**
Alan Tate, Los Angeles Marriott Burbank Airport
Ali Schmidt, Universal Studios Hollywood
Armaan Patel, Coast Burbank Hotel and Safari Inn

Members Absent: Nerissa Sugars, Hollywood Burbank Airport
Kristin Perry, Cambria Hotel Burbank Airport
Casey Graves, Hotel Burbank
One (1) Board Vacancy
Patrick Prescott, Community Development Director (ex-officio)

Members of the Public: Geri Gomes, Hotel Burbank
Jessica Burton, The Afriat Consulting Group, Inc.
Elizabeth Hennes, The Afriat Consulting Group, Inc.
Jennie Nevin, Los Angeles Equestrian Center
Natalie Abouchian, Lady Muse Media

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 3:10p.m. on Wednesday, January 21, 2026.

A. Roll Call

There was a quorum with seven (7) members present, and three (3) members absent.

B. Announcements

Staff announced the following items:

New establishments that opened in Burbank:

- Lusanet Collective (new location) – 140 N. San Fernando Blvd

Coming soon to Burbank:

- Sandbox VR – 201 E. Magnolia

Updates on events:

- Burbank Selected as Official FIFA Fan Zone for final World Cup games.
- “Film Burbank” Campaign and press release
- Destination Development Update
 - Krypto & Superman Statue
 - RFP for Monument & Wayfinding Signage
 - Richard Orlinski Exhibit

C. Public Comment

There was no comment from the public.

D. Board Member Comments

There was no comment from Board Members.

E. Legal Counsel Update

Legal Counsel, Aleks Giragosian, will present a short legal presentation later.

F. Approval of Minutes

ACTION ITEM

The minutes for the BHA Board meeting of December 17, 2025, were presented for approval.

Ali Schmidt had to step out. The quorum was now six (6).

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

G. Treasurer’s Report

Danny Kahn presented the profit and loss report for December 2025, the BHA currently collected \$229,798.56 in income with expenses totaling \$225,019.99. The Board’s total assets equal \$930,197.78 as of December 31, 2025.

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

ACTION ITEM

Elizabeth Hennes from the Afriat Consulting Group presented an overview of a proposed digital wayfinding and tourism kiosk program for the City of Burbank called IKE Smart City. The kiosks offer community and economic development benefits including local business support and revenue generated from advertising.

The IKE team would manage all aspects of the IKE program including design, installation, media sales, and community partnerships. IKE’s home screen includes easy-to-use apps and tools for users to explore and navigate the city. Wayfinding features allow pedestrians to plan a trip or select transit options. The kiosk also

provides community resources such as safe shelter locations, job boards and a city events calendar, as well as adding vibrancy through displays of public art.

Kiosks will be installed in two phases of 15 units each. Phasing would prioritize placing kiosks in Downtown Burbank and the Media District, followed by Magnolia Park and the Airport District in the second phase.

Danny Kahn recommended adding a film component to it, including filming locations in Burbank. The Board discussed potential locations and asked the IKE team some questions regarding their experience and company background. Overall the Board approved the kiosks, citing their alignment with the film industry and how well they would integrate into the Airport District and Downtown Burbank.

Ali Schmidt returned to the room. The quorum was now seven (7).

Danny Kahn made a motion to approve the letter of support for a wayfinding and tourism kiosk program through IKE, seconded by Alan Tate, Ali Schmidt abstained; motion carried 6-0-1.

I. Los Angeles Equestrian Center (LAEC) Partnership ACTION ITEM

Jennie Nevin, Executive Director of LA Equestrian Center, presented an annual proposal for a \$5,000 annual partnership with Visit Burbank. Ms. Nevin requested \$5,000 for a pilot year to test how LAEC can expand with year-round access and exposure to their entire audience through collaboration and cross-promotion across digital and social channels.

Ms. Nevin provided an update on events in 2025, including 108 private special events, 17 community events, and 25 horse shows, including one horse show with international competitors and a national and regional draw. The venue attracted 200,000 visitors annually, with over 233,000 visitors to their website, and 21,000 social media followers. LAEC is an on-call emergency evacuation site for large animals and horses, serving 480 during the January 2025 LA Fires.

During the Q&A portion, Ali Schmidt inquired about the basic amenities Burbank hotels can offer equestrians. Ms. Nevin suggested that more Burbank hotels could become partner hotels with LAEC and offer special discounts, and plans to include Visit Burbank's booking widget on the LAEC website as one way to increase the hotel partnerships. Mary Hamzoian followed up with an additional question about what Visit Burbank can sponsor at LAEC for the equestrian community. In response, Ms. Nevin suggested that we explore further marketing ideas in the future.

Danny Kahn made a motion to approve the annual proposal with LAEC, seconded by Jamie Keyser; motion carried 7-0.

J. One Burbank Fiber Services Update (10 min)

Robert De Leon from Burbank Water and Power gave the Board an update on ONE Burbank Fiber Services. Currently, 16 of 18 hotels in Burbank are on the network and they are looking to partner with the remaining hotels. Staff will share Mr. De Leon's contact information with the Board.

K. Resolution No. 2026-001 Appointing Account Representatives and Authorized Signatories (10 min) **ACTION ITEM**

The Board considered Resolution No. 2026-001 regarding 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. The group briefly went over the responsibilities of the Executive Committee.

David Lurie made a motion to approve the resolution, seconded by Ali Schmidt; motion carried 7-0.

L. City Services Agreement (10 min) **ACTION ITEM**

Legal Counsel, Aleks Giragosian, gave the Board an update on the City Services Agreement between the City of Burbank and BHA. The City Attorney insisted on keeping the original language in the conflict-of-interest clause despite pushbacks. Legal Counsel is confident that the City Attorney will cooperate with BHA regarding the clause.

Mary Hamzoian further explained that the next step is for the City Services Agreement to go to City Council for approval. In this final version of the Agreement, TBID is requesting a new position to assist with destination development initiatives. Funding will begin on July 1st, 2026.

David Lurie made a motion to approve the updated City Services Agreement, seconded by Alan Tate; motion carried 7-0.

M. Board Responsibilities Training (15 min)

Legal Counsel, Aleks Giragosian, presented a brief training on "Board Responsibilities." Mr. Giragosian explained that Board Members will be provided with a Welcome Packet with all the relevant resources and the listed responsibilities needed for the success of the non-profit organization.

In addition, the Board suggested including a profile of the board members on the website.

N. Bi-Annual Social Media Wrap-Up (15 min)

Natalie Abouchian, Social Media Manager of Visit Burbank, presented the social media updates and metrics from the last six months. Across all social platforms, Visit Burbank has attracted 2.6 million views, 40K engagements, and 1.2K new followers. In 2026, Ms. Abouchian aims to increase Visit Burbank's visibility as a hub for major

LA events, continue growing its social platform audiences, and position Burbank as a convenient, walkable, hotel-forward destination.

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 2026.

P. Future Agenda Items

- FlightPath3D Proposal
- Sponsorship Subcommittee Update
- Destination Development Update
- BWP Rates Presentation
- Board Vacancy
- HotelPlanner Update
- New Campaign Launch

Q. ADJOURNMENT

The meeting adjourned at 4:48 PM. The next tentative meeting will take place on February 18th, 2026.

Balance Sheet
Burbank Hospitality Association
As of January 31, 2026

DISTRIBUTION ACCOUNT	TOTAL
Assets	
Current Assets	
Bank Accounts	
CBB Checking	639,145.32
Checking	0.00
Citizen MM	231,766.95
City Treasurer	-33,397.97
Savings	5.00
Total for Bank Accounts	\$837,519.30
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	\$860,366.65
Fixed Assets	
15000 Furniture and Equipment	0.00
Total for Fixed Assets	\$0.00
Total for Assets	\$860,366.65
Liabilities and Equity	
Liabilities	
Current Liabilities	
Credit Cards	
Citizen's CC	-429.32
Total for Credit Cards	-\$429.32
Other Current Liabilities	
2500 Accrued Expenses	0.00
Total for Other Current Liabilities	\$0.00
Total for Current Liabilities	-\$429.32
Total for Liabilities	-\$429.32
Equity	
45273 Salary Holding	0.00
32000 Unrestricted Net Assets	1,036,185.12
Net Income	-175,389.15
Total for Equity	\$860,795.97
Total for Liabilities and Equity	\$860,366.65

Profit and Loss
 Burbank Hospitality Association
 January 1-31, 2026

DISTRIBUTION ACCOUNT	TOTAL
Income	
001 Assessments-City Treasurer	83,308.42
47200 Program Income	
47240 Program Service Fees	1,561.50
Total for 47200 Program Income	\$1,561.50
Total for Income	\$84,869.92
Gross Profit	
\$84,869.92	
Expenses	
62000 Sales and Marketing Expenses	
62500 Consultants	5,000.00
64000 Marketing / Advertising	20,585.53
65010 Books, Subscriptions, Reference	97.60
65130 Sponsorships	2,083.22
65140 Membership Dues	1,075.00
66000 Influencers	\$800.00
Reimbursed Expenses	637.46
Total for 66000 Influencers	\$1,437.46
Total for 62000 Sales and Marketing Expenses	\$30,278.81
65000 Administration Expense	
62110 Accounting Fees	250.00
62140 Legal Fees	1,540.50
65050 Telephone, Telecommunications	50.00
65060 Salary Expenses	29,736.84
Total for 65000 Administration Expense	\$31,577.34
67000 Destination Development	90,937.50
Melio services fee	15.00
Total for Expenses	\$152,808.65
Net Operating Income	-\$67,938.73
Net Other Income	
Net Income	-\$67,938.73

- Creates a memorable sense of arrival at major entry points.
 - Guides visitors seamlessly to hotels, attractions, studios, dining, and cultural sites.
 - Enhances the visitor experience through creative, visually striking, and functional design.
 - Denotes a sense of fun, creativity and movement.
 - Coordinates with City of Burbank departments on placement, standards, and long-term maintenance.
 - Reflects Burbank's reputation as a clean and safe center of innovation, storytelling, and entertainment, ideally located near major Los Angeles landmarks.
-

3. SCOPE OF SERVICES

The selected firm will provide beginning to-end design and implementation services for the Monument and Wayfinding Signage Program, including research, design, permitting, documentation, and installation . If the selected firm does not have the capability to complete installation in-house, they will be expected to bring in a team of experts to carry the project through the end.

Task 1: Discovery and Research

- Conduct an audit of existing signage and wayfinding systems in Burbank.
- Research contemporary and best practices for monument and wayfinding signage to inform recommendations.
- Research and understand regulations for installation in public right of way and private property. Concepts must be feasible within these parameters.
- Review Visit Burbank's and the City of Burbank's brand guidelines and current visual assets including existing and in process specific plans that address monument and wayfinding signage within the plan.
- Identify key visitor routes, districts, and destinations (e.g., Downtown Burbank, Magnolia Park, Media District, Airport District, studios, Bob's Big Boy, and major hotels).
- Facilitate meetings with Visit Burbank, City staff, and potential local partners.
- Provide a detailed timeline and scope of work to Visit Burbank staff.

- Site and signage audit report.

Task 2: Concept Development

- Develop **at least three design directions** illustrating potential themes, materials, colors, and typography inspired by Burbank's creative identity. This is for public and private property.
- Identify specific locations and verify compliance with City.
- Include conceptual renderings for monument signs, vehicular and pedestrian wayfinding signs, and district identifiers.
- Present to Visit Burbank's Destination Development Subcommittee, Board, and City of Burbank representatives for feedback.

Task 3: Design Refinement

- Incorporate feedback into one selected design direction. With three rounds of review and modification.
- Produce detailed design concepts and prototype visuals for key signage types:
 - City entry monuments
 - District and neighborhood identifiers
 - Vehicular and pedestrian wayfinding signage
 - Points-of-interest and parking signs
- Recommend materials, fabrication techniques, and lighting options that balance durability and creativity.

Task 4: Documentation and Implementation Plan

- Prepare design drawings and sign family specifications suitable for fabrication delivered digitally in DWG and PDF file formats.
- Provide an implementation strategy outlining:
 - Recommendations and feasibility for sign locations that includes size recommendations for scaling at the site.
 - Phased rollout options of entry monuments neighborhood identifiers, wayfinding signage and parking signs
 - Cost estimates for each prototype, phase and construction/installation

Visit Burbank Request for Proposal

Urban Design Services for Citywide Monument and Wayfinding Signage Program

Issue Date: February 23, 2026

Proposals Due: March 20, 2026, 2:00pm PST

Contact: Odette Zakarian – Operations Coordinator, Visit Burbank

Email: ozakarian@burbankca.gov

Phone: (818) 238-5179

1. INTRODUCTION

Visit Burbank, the destination marketing organization for the City of Burbank, is seeking proposals from qualified urban design and environmental design firms to create a **Citywide Monument and Wayfinding Signage Program** that enhances Burbank's identity as a world class city and a hub for creatives.

For the purpose of this RFP, monument signage refers to permanent, freestanding signs that serve as primary identifiers for the City of Burbank, located at key gateways, entry points, or high-visibility locations and are intended to establish a strong sense of place and civic identity. Monument signage should offer an attractive, permanent welcome with architectural details and landscaping. Wayfinding signage refers to a comprehensive and coordinated system of signs designed to assist residents, visitors, and commuters in navigating the City efficiently and intuitively. Wayfinding signage may include directional, informational, and confirmational signs for pedestrians, cyclists, and motorists, guiding users to destinations such as districts, public facilities, parking, transit, cultural amenities, and points of interest.

The goal is to design a cohesive, modern signage system that welcomes visitors, improves navigation, highlights key attractions, and visually communicates Burbank's creative and entertainment heritage.

2. PROJECT OBJECTIVES

The purpose of this project is to establish a unified visual system of monument and wayfinding signage across Burbank that:

- Strengthens Burbank's Brand as a world class city and the creative capital of the world.

3. **Team Composition** – Identify key personnel, roles, and relevant experience.
4. **Relevant Experience** – Highlight at least three (3) similar signage or placemaking projects, preferably for DMOs, municipalities, or cultural districts.
5. **Work Plan and Schedule** – Outline key milestones and estimated timelines.
6. **Budget Proposal** – Provide a detailed fee proposal, including task-based costs, hourly rates, and reimbursable expenses.
7. **References** – List at least three (3) client references with contact information.

7. EVALUATION CRITERIA

Proposals will be evaluated on the following weighted criteria:

Criteria	Weight
Understanding of Visit Burbank’s mission and branding goals	25
Relevant experience in wayfinding, monument signage, and destination branding	25
Quality and creativity of previous design work	20
Project team qualifications and expertise	15
Cost proposal and value	10
Schedule and responsiveness	5

8. SUBMISSION INSTRUCTIONS

All proposals must be submitted electronically in PDF format to PlanetBids by 2:00pm PST on March 20, 2026.

Late or incomplete submissions will not be considered.

9. TERMS AND CONDITIONS

- Visit Burbank reserves the right to accept or reject any proposal and to negotiate scope, budget, and deliverables.

- All materials submitted will become the property of Visit Burbank.
 - The selected consultant will enter into a Professional Services Agreement with Visit Burbank, which will include standard insurance, indemnification, and non-disclosure requirements.
-

10. BACKGROUND INFORMATION

The Burbank Hospitality Association, the governing body of the Tourism Business Improvement District (TBID) and doing business as Visit Burbank, was formed in 2011, and is funded by a 1% assessment on overnight stays in Burbank hotels with more than 25 rooms. Burbank Economic Development manages the TBID by developing strategies and initiatives to enhance tourism attraction and spending. Visit Burbank's mission is to boost hotel occupancy by positioning Burbank as a regional, national, and international tourist destination.

Known as "Media Capital of the World," Burbank is a top Los Angeles destination adjacent to Hollywood. Home to the Warner Bros. Studio Tour Hollywood, Burbank is next to Universal Studios Hollywood and offers 19 great hotels. Favorite activities include studio tours, live TV tapings, citywide special events, horseback rides to the Hollywood Sign, Mural Walks, Famous Film Locations, selfie spots at the Batman, Wonder Woman, and Green Lantern statues, hiking in the Hollywood Hills, and soaking up the Hollywood vibe.

As a major entertainment production center and home to Warner Bros. Discovery, The Walt Disney Company and 1,000 media companies, Burbank offers exciting commercial neighborhoods with hundreds of shopping and dining options. The Hollywood Burbank Airport (BUR) with more than six million passengers annually, on target for the replacement terminal completion in 2026, offers the most convenient way to fly in and out of the Los Angeles region. www.visitburbank.com

Burbank Hospitality Association Board Meeting

February 18, 2026



1

New & Coming Soon to Burbank!

New

- Crepe Loft
- Lusanet Collective *(new location)*
- Lamay Nail Spa
- Helwa Sake Brewery
- Viva Photo Studio
- Olive & Thyme on Olive *(second location)*

- 201 E. Magnolia Blvd.
- 140 N. San Fernando Blvd.
- 134 N. San Fernando Blvd.
- 156 W. Verdugo Ave.
- 201 E. Magnolia Blvd.
- 3400 Olive Ave.

Coming Soon

- Sandbox VR
- Flow Wine Bar
- Fire Wings
- Sit Catering
- iSmash
- The Melt
- Mom's Bakery
- Nick the Greek
- Supreme Crab
- Firehouse Subs
- Scum and Villainy Cantina
- Absolute Appliance Store
- H.I.P High Intensity Pilates
- Equinox
- Color Me Mine
- Swing Studios
- Potato Corner/Incredible Fries
- Skyzone Trampoline Park
- C's Clothing Store
- Brews & Bites
- Van Leeuwen Ice Cream

- 201 E. Magnolia Blvd.
- 325 N. First St.
- 109 E. Alameda Ave.
- 3424 W. Magnolia Blvd.
- 328 N. San Fernando Blvd.
- 152 E. Palm Ave.
- 409 N. Glenoaks Blvd.
- 3011 N. Hollywood Way
- 109 Palm Ave.
- 1785 N. Victory Pl.
- 346 N. 1st St.
- 1719 N. San Fernando Blvd.
- 375 N. First St.
- 3400 Riverside Dr.
- 162 E. Orange Grove
- 3005 N. Hollywood Way
- 201 E. Magnolia Blvd.
- 201 E. Magnolia Blvd.
- 201 E. Magnolia Blvd.
- 2618 W. Burbank Blvd.
- 321 N. San Fernando Blvd.

for the latest updates follow

@burbankca • @downtownburbank • @visitburbank

2

Announcements

UPDATES:

- MUSEXPO 2026 taking place at Castaway 3/23-3/25
 - This year's event includes a special orchestra performance with the Composer Summit Prague. Several Czech officials and musicians in attendance.



3

FlightPath3D Proposal

Presented by: Duncan Jackson
and Colleen Ferrier



4

flightpath 3D

Tell Your Destination Story To Inflight Travelers

Leverage our captive audience to boost awareness and interest in your destination

February 2026

5

OUR MISSION

To Guide Every Flying Passenger

To guide ONE BILLION passengers annually by 2030

6

Inflight Map & Destination Guide for 85 Airlines



© Betria Interactive, LLC

7

7

We've Got Your Target Audience

North America Reach

Direct exposure to inflight travelers actively seeking to learn more about destinations.

20M+

users per month

20+

minutes per session

Global Reach

Potential global customer base of 80+ airlines and airports with FlightPath3D product.

30M+

users per month

5K+

aircraft

With FlightPath3D, you'll reach professional, affluent, college-educated travelers for both business and leisure.

46

Median age

50%

Male & female split

\$112K

Median household income

64%

College educated

*This slide represents data from just one airline..

8

© Betria Interactive, LLC

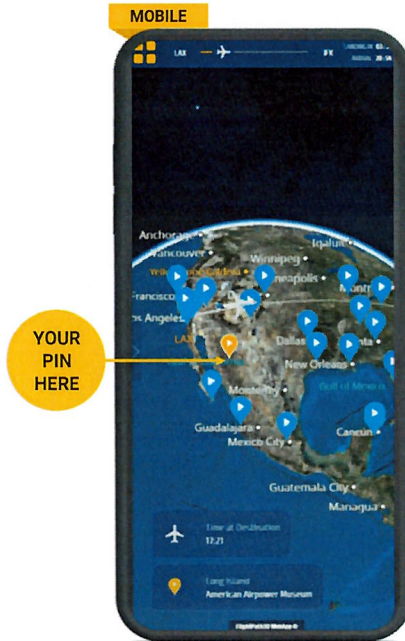
8

Curate an Inflight Destination Guide

Connect with travelers who have the time and are in the mindset to discover **where to next?**

Your curated destination guide allows you to:

- 01** Promote and market your destination to a unique audience
- 02** Build awareness of key points of interest in your region
- 03** Empower travelers to envision themselves in your destination



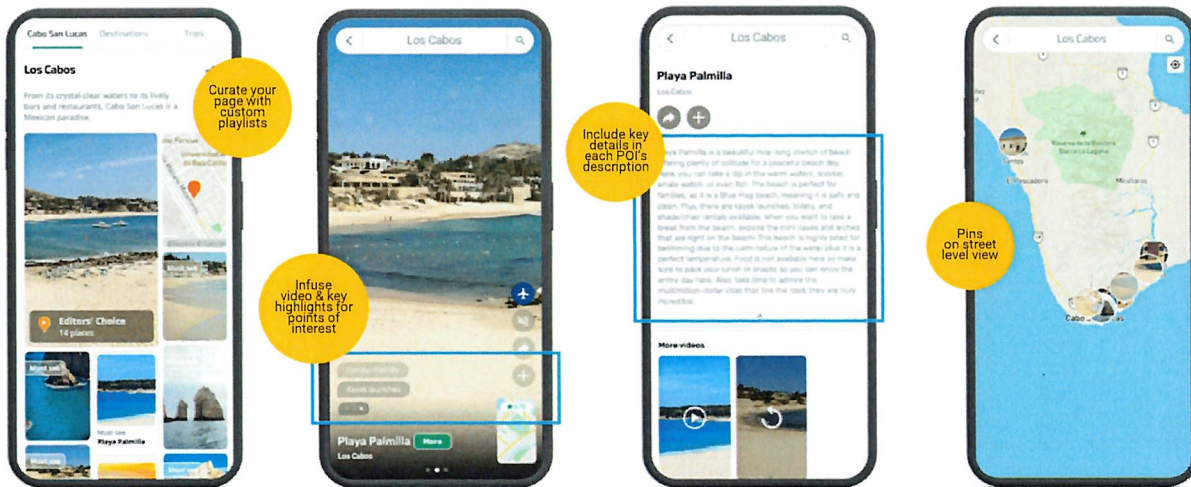
© Betria Interactive, LLC

9

9

Your Destination, Your Content

All wrapped into one impactful experience for travelers to learn more about what makes your spot the place to be.



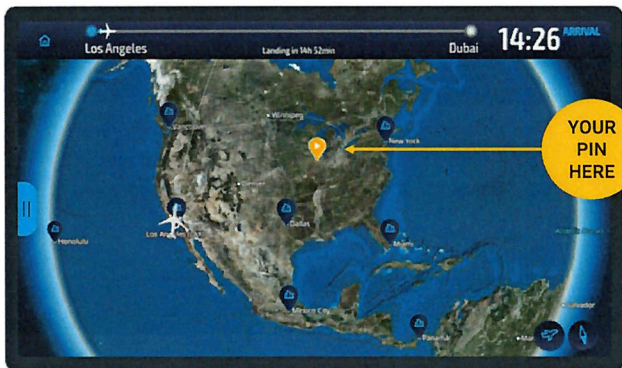
© Betria Interactive, LLC

10

10

Curate an Inflight Destination Guide

Connect with travelers who have the time and are in the mindset to discover **where to next?**



© Betria Interactive, LLC

SEATBACK

11

Your curated destination guide allows you to:

01

Promote and market your destination to a unique audience

02

Build awareness of key points of interest in your region

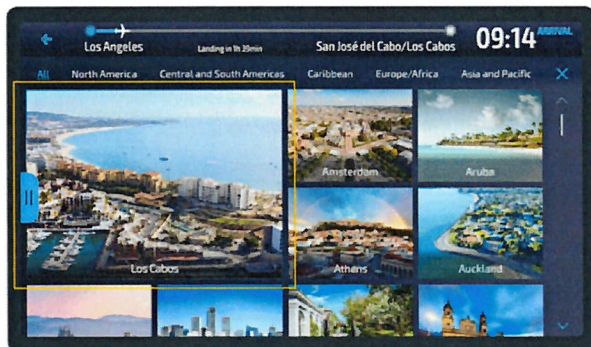
03

Empower travelers to envision themselves in your destination

11

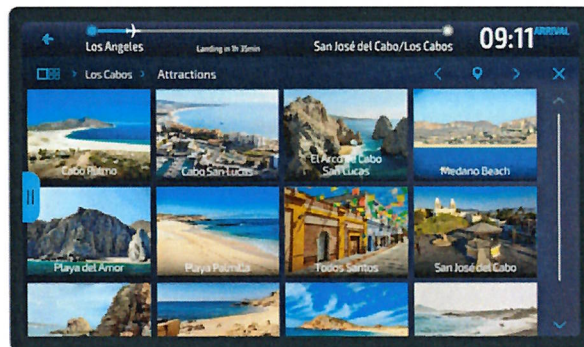
Your Destination, Your Content

All wrapped into one impactful experience for travelers to learn more about what makes your spot the place to be.



Destination Highlighted On Summary Screen

All destinations are listed alphabetically with a beautiful image preview on a summary screen.



Curated Attractions List

Incorporate 10 points of interest (POIs) that are easily discoverable in a summary view represented with a beautiful image.

© Betria Interactive, LLC

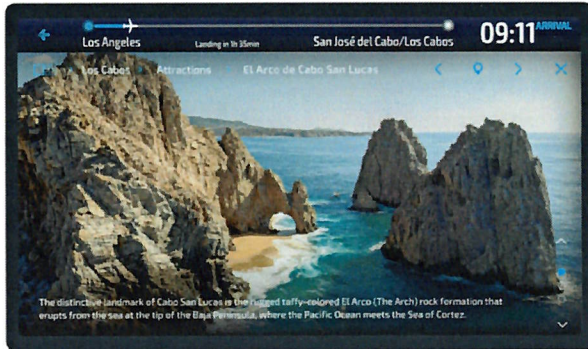
Seatback Version

12

12

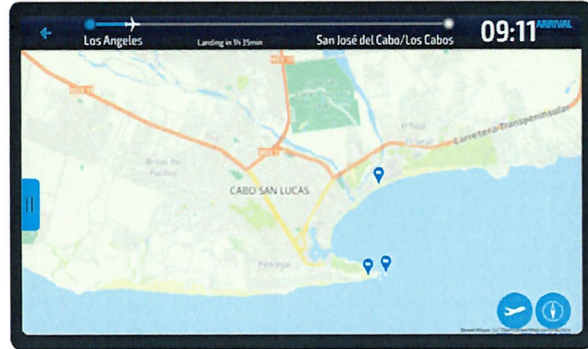
Your Destination, Your Content

All wrapped into one impactful experience for travelers to learn more about what makes your spot the place to be.



Fully Integrated POI Content

Each POI you list in your Destination Guide has its own view more screen with up to 3 images per POI as well as descriptions.



Pin Representation in Map View

Passengers have one click via the map pin to see the POI on a map view.

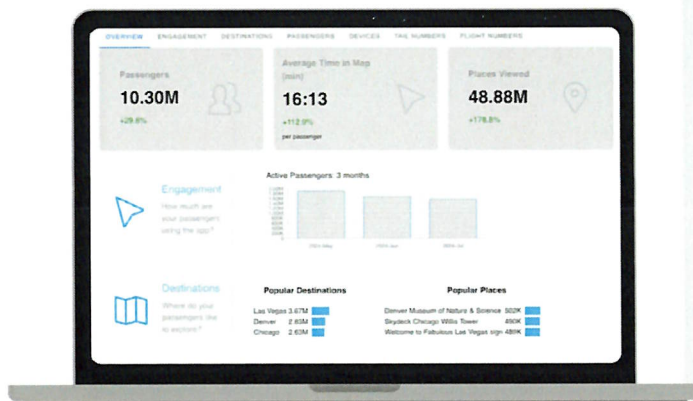
© Betria Interactive, LLC

13

13

Analytics To Help You Track It All

Our Passenger Intelligence Cloud helps track performance of your ad placements as well as understanding more about how travelers are interacting with the flight share and destination reels.



Helps you analyze:

- 1 Advertising performance
- 2 Most popular destinations
- 3 Trending traveler interests
- 4 Session time

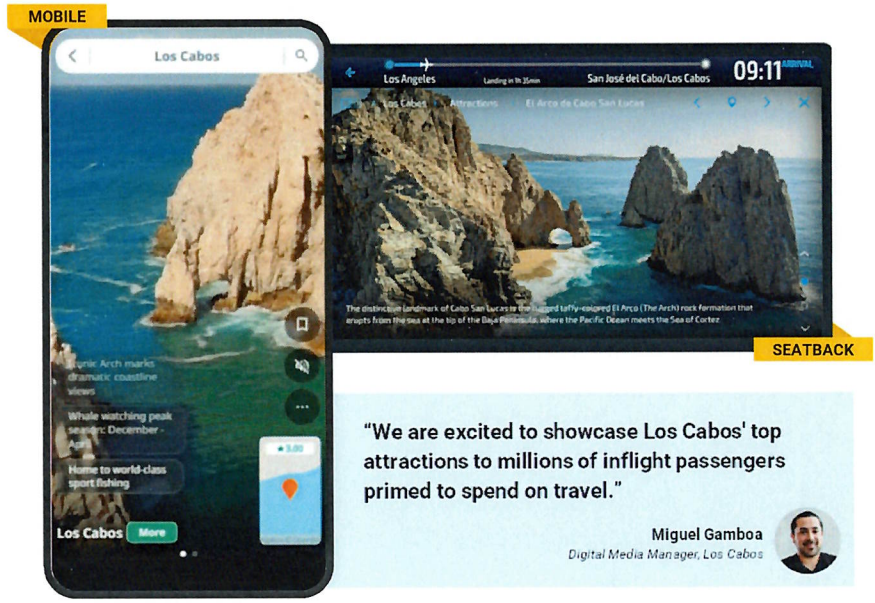
© Betria Interactive, LLC

14

14

Los Cabos is Capturing Attention at 30,000 Feet

With curated video and images across seatback and mobile screens, Los Cabos is **increasing visibility** and **driving awareness** with millions of ready-to-travel inflight passengers.



© Betria Interactive, LLC

15

15

...And Simplifying How To Find Flights

By integrating our **3D interactive route map** into the Los Cabos website travelers can now:

- View routes with personalized search
- Browse flights by day
- Click through to book



© Betria Interactive, LLC

16

PRICING STRUCTURE

COMPONENTS	INCLUDED
Website: Interactive Route Map	
<ul style="list-style-type: none"> • Flight schedule and calendar • All nonstop origins to destination • 3D Interactive Map with zoom, rotate, and tilt capabilities 	✓
Inflight Destination Guide: Seatback	
Destination pin placement on 3D globe	✓
18 points of interest <ul style="list-style-type: none"> • Pin representation on enhanced regional street map view • Representation in pictorial destination guide • 3 images and description for each 	✓
Featured placement when flight is traveling to region	✓
Inflight Destination Guide: Mobile	
Destination pin placement on 3D globe	✓
20 points of interest <ul style="list-style-type: none"> • Pin representation on enhanced regional street map view • 1-2 videos for each • Customizable description, tips and highlights for each • All videos included in region's Ultimate Guide and any relevant playlists 	✓
Visibility across 1,000 aircraft	✓
TOTAL COST ANNUALLY	\$30,000

Terms

- Three (3) year commitment starting on date assets are live
- Annual fees shall be payable quarterly in advance from date assets are live

17



Thank You

Colleen Ferrier | colleen@flightpath3d.com

18

18

Burbank Water & Power (BWP) Update

Presented by: Marisa Di Domenico



19

Fiscal Year 2025-26 Rate Changes






20



Caroline Mahdavi
Administrative Analyst
 818-238-3522
 cmahdavi@burbankca.gov

Marisa Di Domenico
Key Accounts Manager
 818-238-3792
 mdidomenico@burbankca.gov

21

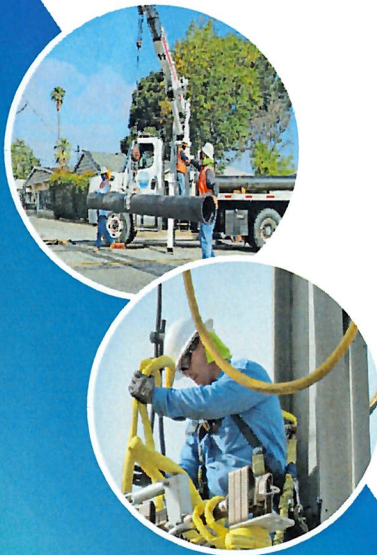
Upcoming rate changes

New rates starting January 1, 2026 will maintain reliability and pave the way for a sustainable future.

- BWP is not-for-profit community-owned utility
- Rates are set to recover the cost of providing reliable water and electric services to our customers - **nothing more.**
- The increase in rates reflects:
 - The **rising costs of providing water and electric services**
 - The cost of **state-mandated transformations** that will make our energy and water infrastructure more reliable and sustainable for the future

22

22

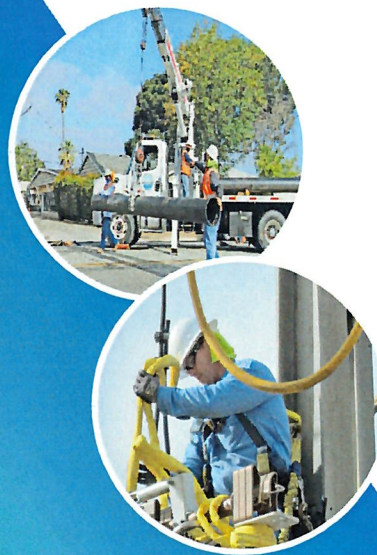


Electric Rate Increase Drivers

- **Higher costs** to procure renewables and meet regulatory mandates and RPS targets
- **Increased costs** for transmission, capital costs, and operating costs
- **IPP repowered** with natural gas
- **Prior years of under-collection**, no rate increases or insufficient rates increases, and depleted reserves

23

23



Water Rate Increase Drivers

- **MWD rate increases** and increasing fixed meter charges
- **Aging infrastructure** that needs repair, so we don't experience service interruptions
- **Reduction in demand for potable sales** due to successful conservation efforts

24

24

Upcoming rate changes

Approved Water and Electric Rates Increase

**Unanimously approved by the Burbank City Council*



Electric Increase
9.9%



Water Increase
14%

25

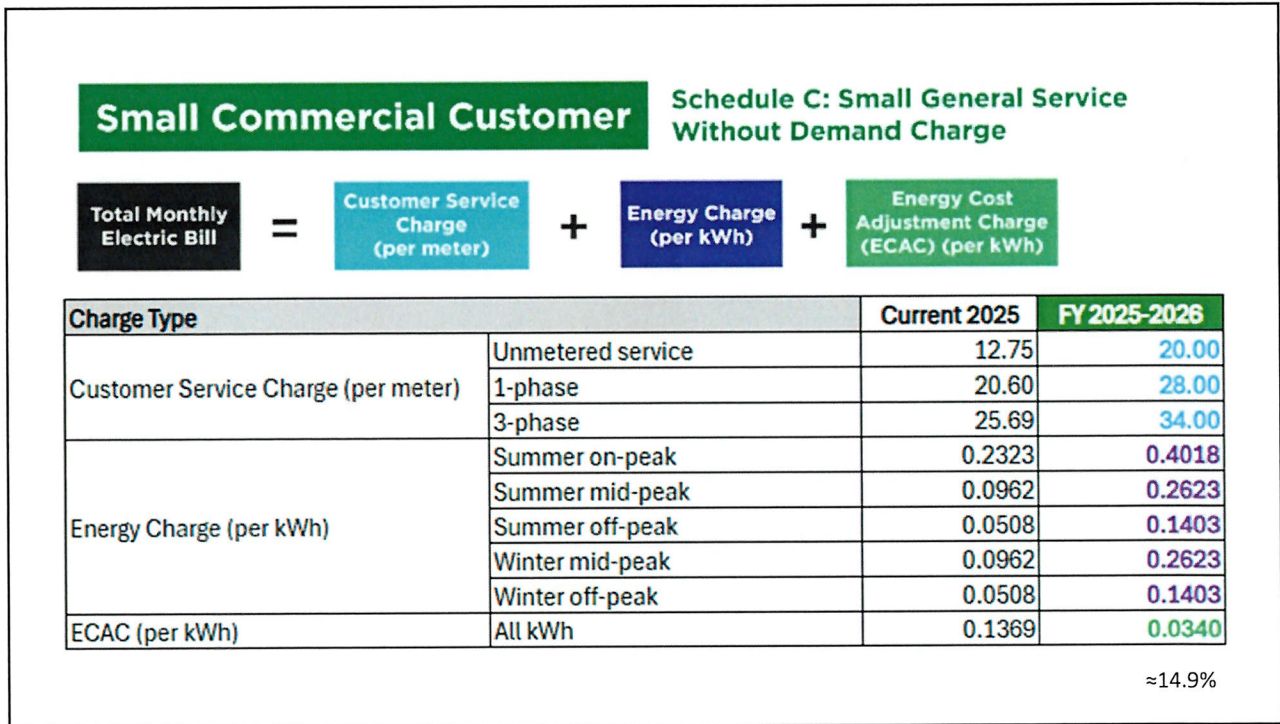
25

Average electric rate increase by customer class

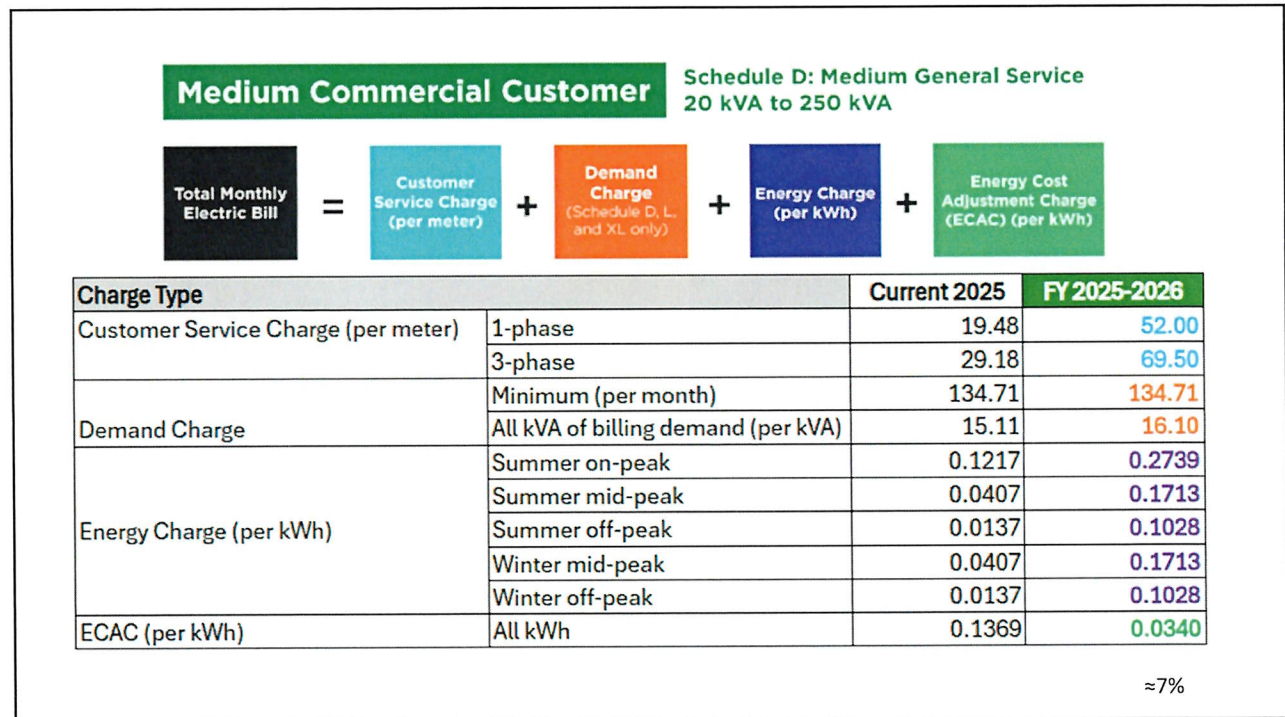
Residential	14.9%
Small Commercial	14.9%
Medium Commercial	7%
Large Commercial	6.3%
Extra Large Commercial	6.5%
Total	9.9%

26

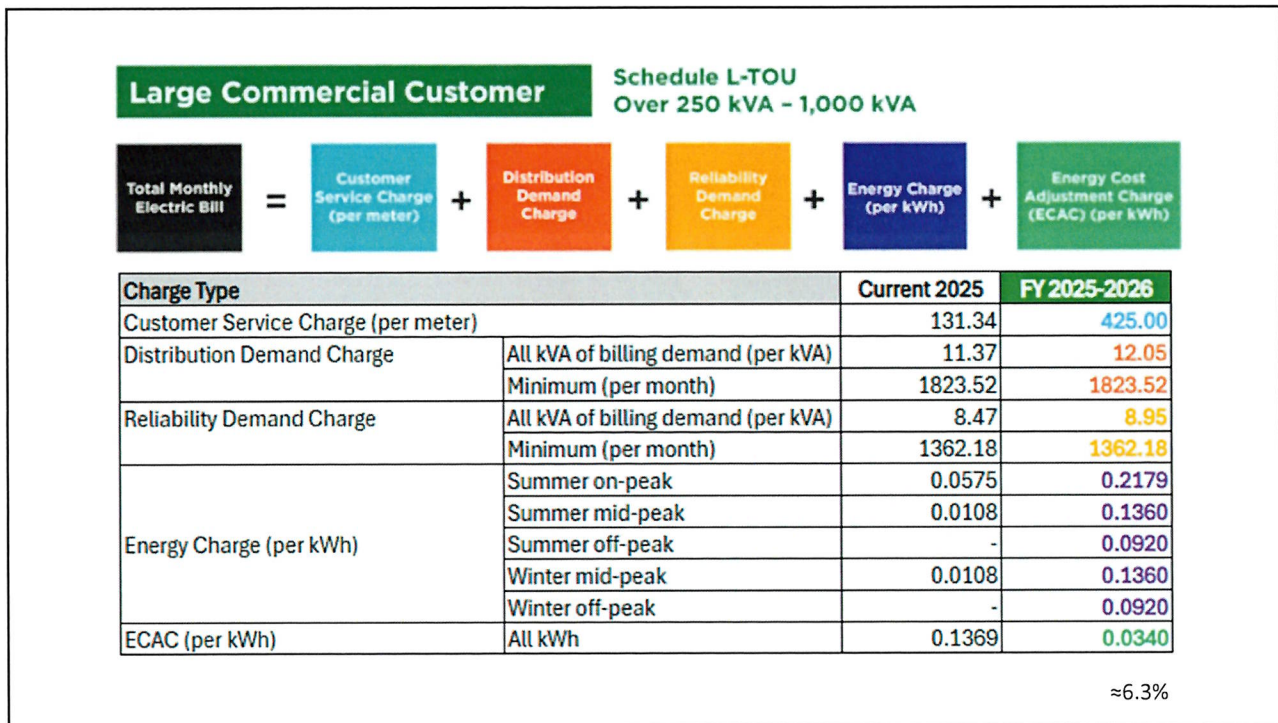
26



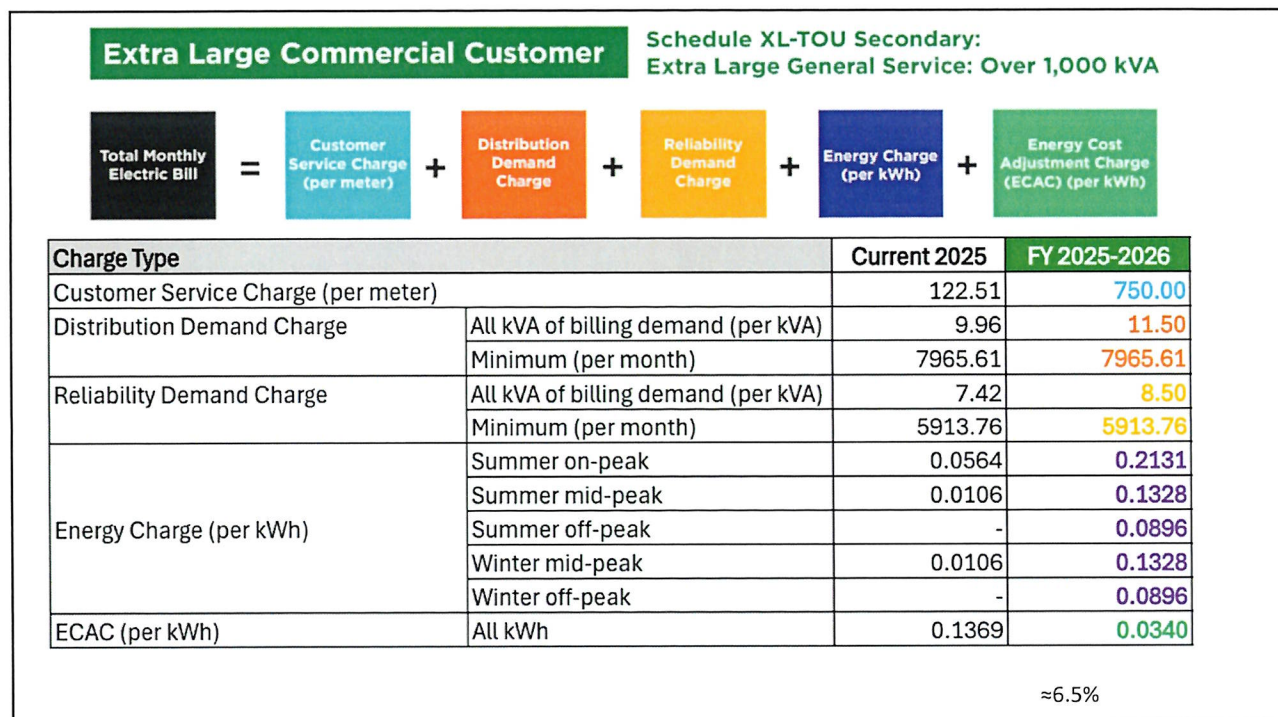
27



28

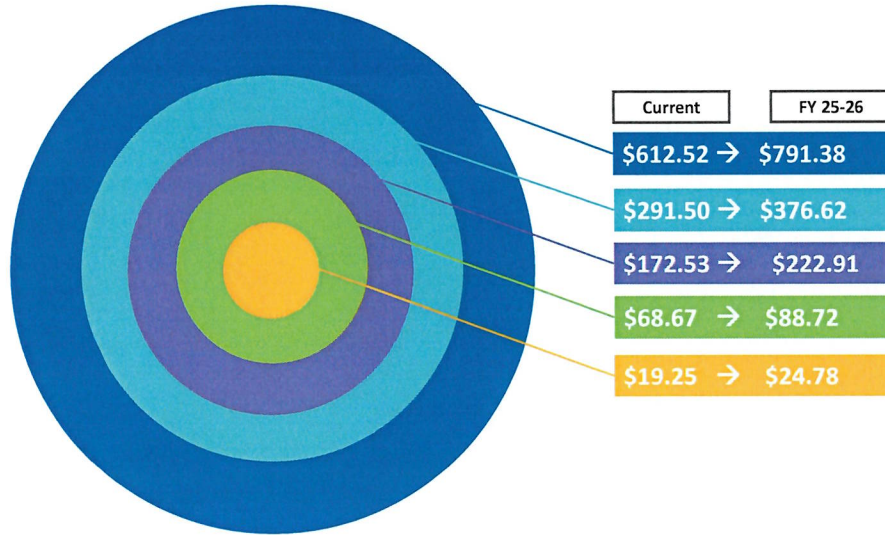


29



30

Water Availability Charges



31

Multi-family, commercial, irrigation



32

Recycled water rates and charges

Total Monthly Water Bill = **Water Availability Charge (Per Meter)** + **Recycled Water Quantity Charge (Per HCF)**

Water Availability Charge

Meter Connection Size	Current (Per Meter Per Month)	Proposed Rate (January 1, 2026)	Proposed Rate (January 1, 2027)
1" or Smaller Meter	\$19.25	\$24.87	\$28.63
1 1/2" Meter	\$46.01	\$59.44	\$68.42
2" Meter	\$68.67	\$88.72	\$102.12
3" Meter	\$172.53	\$222.91	\$256.57
4" Meter	\$291.50	\$376.62	\$433.49
6" Meter	\$612.52	\$791.38	\$910.88
8" Meter	\$1,065.74	\$1,376.94	\$1,584.86
10" Meter	\$1,594.47	\$2,060.06	\$2,371.13
12" Meter	\$2,009.91	\$2,596.80	\$2,988.92
14" Meter	\$2,840.81	\$3,670.33	\$4,224.55

Recycled Water Quantity Charge

Current Structure	Current (Per HCF)	Proposed (January 1, 2026)	Proposed (January 1, 2027)
All HCF	\$3.717	\$4.151	\$4.778

33

33

Recycled water rates and charges



1" Connection

3" Connection

6" Connection

\$93.79 FY 24-25
\$108.10 FY 25-26
+\$14.31

\$247.07 FY 24-25
\$306.14 FY 25-26
+\$59.07

\$687.06 FY 24-25
\$874.61 FY 25-26
+\$187.55

Bill for -15,000 gallons

Bill for -15,000 gallons

Bill for -15,000 gallons

34



Thank you!

Questions?



CITY OF BURBANK
WATER AND POWER

35



Marisa Di Domenico
Key Accounts Manager
818-238-3792
mdidomenico@burbankca.gov

Caroline Mahdavi
Administrative Analyst
818-238-3522
cmahdavi@burbankca.gov

36

Sponsorship Subcommittee Updates & Recommendations

Presented by: Odette Zakarian



37

Ad Hoc Sponsorship Subcommittee | Meeting of February 4th

Committee Members

- Michael Hernandez
- Danny Kahn
- Ali Schmidt

Three Sponsorship Requests

- Arts Media and Entertainment Institute
- AfroAnimation 6.0
- Burbank Comedy Festival

Recommendation: Approve sponsorship recommendations as provided by the Subcommittee.

38

Arts Media and Entertainment Institute | September 23-25, 2026

Proposed Sponsorship for 2026: \$30,000

Recommendation for 2026: \$30,000

Amount Awarded in 2024: \$30,000

- Professional development conference for arts educators in California.
- Main HQ will be Los Angeles Marriott Burbank Airport with events taking place at various locations in Burbank.
- 2025 Highlights:
 - 380 Hotel Room Nights generated
 - 468 Attendees
 - \$131,839 Rooms + F&B Revenue



39

AfroAnimation 6.0 | April 23-26, 2026

Proposed Sponsorship for 2026: \$30,000

Recommendation for 2026: \$30,000

Amount Awarded in 2025: \$30,000

- Creative conference offering panels, workshops, career fairs, and more.
- Confirmed contracts with Hotel Burbank, Cambria, and Hilton Garden Inn.
- Implements new ideas like "Digital Animation Lab" to stay relevant with evolving landscape.
- 2025 Highlights:
 - 147 Hotel Room Nights Generated
 - 705 Attendees
 - \$46,107 Rooms + F&B Revenue



40

Burbank Comedy Festival | August 15-22, 2026

Proposed Sponsorship for 2026: \$30,000

Recommendation for 2026: \$2,500

Amount Awarded in 2024: \$2,500

- Festival attracts big names in comedy.
- 2025 event brought in revenue for HGI bar and Downtown Burbank restaurants.
- 2025 Highlights:
 - 35 Hotel Room Nights Generated
 - 2,000 Attendees
 - \$9,250 Rooms + F&B Revenue



41

Destination Development Subcommittee Update

Presented by: Mary Hamzoian
and Odette Zakarian



42

STANDING BEAR

 **STAINLESS STEEL LACE**

DIMENSIONS ARTWORK (Feet):
Height 11.49 x Width 7.06 x Depth 8.17
Weight: 770lbs



43

HORSE

 **ORANGE ANNIVERSARY / RESIN**

DIMENSIONS ARTWORK (Feet):
Height 10.4 x Width 2.5 x Depth 7.3
Weight: 265lbs



44

LION

 **JAUNE TDF/ RESIN**

DIMENSIONS ARTWORK (Feet):
Length 10.50 x Height 6.67 x Width 3.02
Weight: 265lbs



45

CROCODILE

 **ORLINSKI RED/ RESIN**

DIMENSIONS ARTWORK (Feet):
Height 7.55 x Length 17.4 x Width 6.07
Weight: 440lbs



Une image contenant
bâtiment, pièce art, route, rue
Description générée
automatiquement

46

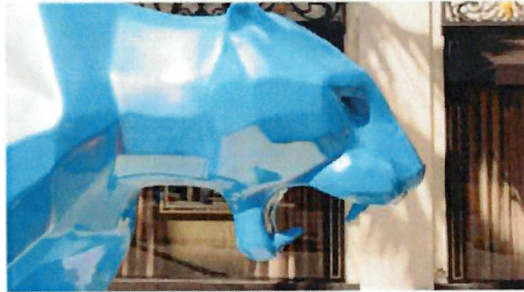
STANDING BEAR

 **ORANGE ANNIVERSARY / RESIN**

DIMENSIONS ARTWORK (Feet):
Height 16.41 x Width 9.91 x Depth 10.77
Weight: 1760lbs



47



Luminescent Blue Day

Dimensions: Length 9.45 x Height 4.6 x Width 2.96, Weight: 550lbs

48

Richard Orlinski

UPDATES:

- Exhibit Dates: May 12th – week of July 20th
- Orlinski team wants exhibit to remain through FIFA event.
- Location: AMC Walkway
 - Orlinski team recommends we host the art pieces in one location.
 - Only location with high foot traffic that can hold statues with those dimensions.
 - Good opportunity to promote upcoming FIFA Fan Zone in Downtown Burbank.

49

Destination Development – Monument Signage & Wayfinding

- RFP Reviewed by City of Burbank Planning Department and Destination Development Subcommittee.
- With Board approval, post to PlanetBids on Monday, February 23.



50

Destination Development – DC Projects

Krypto Statue

- Agreements in place between BHA and City of Burbank
- Plaque completed
- Statue delivered to temporary home at WBSTH
- Template shipped to Mary's office
- No updates on dog park completion date

Superman Statue

- Agreements in Progress between BHA and DC
- Design and plaque approved
- Location – BUR or green space in front of Garry Marshall Theatre

51

HotelPlanner Update

Presented by: Odette Zakarian
& Aleks Giragosian



52

HotelPlanner Update

Background

- World's largest online group hotel reservation platform.
- Visit Burbank pays reduced annual fee of \$7,500 for Gold Preferred status for all 18 properties – significantly lower cost than hotels enrolling individually.
- Their invoice serves as their contract.
- BHA is continuing our partnership with HotelPlanner, offering member hotels discounted rates for their services.

53

FUTURE AGENDA ITEMS

- Visit Burbank Campaign Launch
- Board Vacancy

54

Q & A

ADJOURNMENT: Next tentative meeting is scheduled for March 18th.

