

Burbank Hospitality Association, Inc.

Meeting Agenda

Wednesday, March 18, 2026, at 3:00pm

Location: Cambria Hotel Burbank Airport | Room: Studio AB

Address: 3501 N San Fernando Blvd, 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. Approval of Minutes

ACTION ITEM

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

Recommendation: Staff recommends approval.

F. Treasurer's Report

The Treasurer will present the financial report as of February 28, 2026.

G. Visit Burbank Campaign Launch (20 min)

Ashlee Akers and Ashley Mastako from Verdin will present the official new campaign for Visit Burbank including the new website and creative assets.

Recommendation: Note and file.

H. FIFA Update and Sponsorship Opportunity (20 min)

ACTION ITEM

Staff will provide an update on the latest developments with the Los Angeles World Cup 2026 Fan Zone at Downtown Burbank and discuss an opportunity for Visit Burbank to sponsor the event at \$50,000.

Recommendation: Approve sponsorship for \$50,000.

I. Legends Global: Letter of Support (10 min) ACTION ITEM

The contract for Los Angeles Equestrian Center's management company, Legends Global, is up for renewal. The team would like to request a letter of support from BHA to submit as part of their RFP.

Recommendation: Approve a letter of support for Legends Global's continued management of the Los Angeles Equestrian Center.

J. 2026 Outlook Forum Update (10 min)

Staff will share findings from the 2026 Outlook Forum Conference that took place on March 10-11.

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 March.

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 April 15th.

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 Hamzoian, 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.

BURBANK HOSPITALITY ASSOCIATION BOARD MEETING

Minutes for the Meeting of February 18, 2026, at 3:00PM

Location: Burbank Chamber of Commerce | Room: Chamber Board Room
200 W Magnolia Blvd, Burbank, CA 91502

Members Present: Michael Hernandez, Hilton Garden Inn, **Chair**
Jamie Keyser, Burbank Chamber of Commerce, **Vice Chair**
David Lurie, Hotel Amarano, **Treasurer**
Ali Schmidt, Universal Studios Hollywood
Kristin Perry, Cambria Hotel Burbank Airport
Armaan Patel, Coast Burbank Hotel and Safari Inn
Casey Graves, Hotel Burbank

Members Absent: Danny Kahn, Warner Bros. Studio Tour Hollywood, **Secretary**
Nerissa Sugars, Hollywood Burbank Airport
Alan Tate, Los Angeles Marriott Burbank Airport
One (1) Board Vacancy
Patrick Prescott, Community Development Director (ex-officio)

Members of the Public: Duncan Jackson, FlightPath 3D (Zoom)
Collen Ferrier, FlightPath 3D (Zoom)
Marisa Di Domenico, Burbank Water & Power
Caroline Mahdavi, Burbank Water & Power

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 3:04p.m. on Wednesday, February 18, 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:

Updates on events:

- MUSEXPO 2026, March 23-25, at the Castaway, special orchestra performance with the Composer Summit Prague and several Czech officials and musicians in attendance.

C. Public Comment

There was no comment from the public.

D. Board Member Comments

Jamie Keyser has noticed Lusanel Collective's new location in Downtown Burbank. She appreciates the new row of businesses and how they have elevated that area of San Fernando Blvd. Ms. Keyser is excited to see what's to come.

Ali Schmidt gave an update on the Cal Travel event. This year's event had an aviation theme and explained the challenges airports are facing. As a result, airports that rely on low-cost airlines are struggling against the mainline carriers in the post-pandemic era. Spirit Airlines appears to be struggling the most. On a positive note, Cal Travel is in the early stages of developing a Sports Coalition to make it easier for sporting events to secure funding. Cal Travel's president shared that the delay on the \$250 visa integrity fee is positive for U.S. travel.

E. Legal Counsel Update

There was no Legal Counsel update.

F. Approval of Minutes

ACTION ITEM

The minutes for the BHA Board meeting of January 21, 2026, were presented for approval.

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

G. Treasurer's Report

David Lurie presented the profit and loss report for January 2026, the BHA currently collected \$84,869.92 in income with expenses totaling \$152,808.65. The Board's total assets equal \$860,366.65 as of January 31, 2026.

H. FlightPath3D Proposal (20 min)

ACTION ITEM

Duncan Jackson and Colleen Ferrier from FlightPath3D presented an overview of an in-flight advertising opportunity for participating flights departing from Hollywood Burbank Airport on behalf of Visit Burbank. The proposal includes the opportunity for Visit Burbank to upload its own curated content to the in-flight map and destination guide for \$30,000.

Mary Hamzoian shared that the City of Burbank's Assistant City Manager noticed that FlightPath3D's in-flight map included a Burbank section. It was outdated and could be updated to reflect Burbank better. That prompted an update to the in-flight map, and Visit Burbank reached out to FlightPath3D to build a more robust presence among

airlines serving Hollywood Burbank Airport. Visit Burbank would have to cover the cost of putting the new content in every aircraft. FlightPath3D is less of a tool for selling flights and more a tool for showing the network how convenient it is to reach Hollywood Burbank Airport.

During the Q&A portion, Mrs. Hamzoian inquired about the FlightPath3D mobile app platform, noting that it doesn't include a route map and how that will work moving forward, given that most aircraft won't have TVs on flight. Mr. Jackson shared that American Airlines has installed seatback TVs on all long-haul flights and that the rest of the fleet will use a mobile experience. FlightPath3D has not yet launched the mobile platform initiative. Mr. Lurie asked if there are analytics available on the engagement side, specifically how many people are opening the platform and how long they're on it. In response, Mr. Jackson shared that the average user spends 18 minutes on the platform. In addition to FlightPath3D, we will share all analytics and metrics with Visit Burbank. Ms. Schmidt and Mrs. Hamzoian inquired if Visit Burbank decides not to move forward with the proposal, removing the unsatisfactory content currently available on the FlightPath3D platform is an option? Mr. Jackson shared that if the content is negative, he's happy to remove it.

After some discussion the Board determined that it did not want to move forward with the \$30,000 investment for FlightPath 3D. No motion was made on this item as the Board was not in consensus to move forward.

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

Marisa Di Domenico and Caroline Mahdavi from Burbank Water and Power gave the Board an update on upcoming rate changes. The increases will reflect rising costs of providing water and electric services, as well as state-mandated transformations.

Mr. Graves inquired how the size of the commercial customer is determined. Ms. Mahdavi and Ms. Domenico shared that it is determined by your energy charge peak, set during the building's setup, and by the electric's team's recommendation. The Board appreciates the BWP update and their transparency regarding the increase in rate changes.

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

Staff shared that the City of Burbank, Economic Development Division (EDD), is applying for accreditation through the International Economic Development Council. Due to the long-standing partnership with the BHA, Ms. Hamzoian requested a letter of support from the Board for the accreditation. EDD will draft a letter of support on how EDD and BHA collaborate and work together. Mr. Giragosian will review for compliance and authorize the Chair to sign.

David Lurie made a motion to approve the letter of support for the accreditation seconded by Kristin Perry; motion carried 7-0.

K. Sponsorship Subcommittee Updates & Recommendations (15 min)

ACTION ITEM

The Sponsorship Subcommittee met on February 4th and made recommendations for three (3) potential event sponsorships. A summary sheet capturing revenue results from the previous year was provided. Applications were reviewed in the following order, and the Board voted accordingly:

- 1) Arts Media and Entertainment Institute \$30,000 – The professional development conference for arts educators in California will be hosted at the Los Angeles Marriott Burbank Airport, with events taking place at various locations in Burbank. The 2025 event generated 380 hotel nights, 468 attendees, and \$131,839 in revenue from room nights.
- 2) AfroAnimation 6.0 \$30,000 – The creative conference has confirmed contracts with Hotel Burbank, Cambria, and Hilton Garden Inn. The 2025 event generated 147 hotel nights, 705 attendees, and \$46,107 in revenue from room nights.
- 3) Burbank Comedy Festival \$30,000 – The event attracts big names in comedy, and the 2025 event brought in revenue for HGI bar and various locations in Downtown Burbank. Last year's event included 35 hotel nights, 2,000 in-person attendees, and \$9,250 in revenue from room nights.

Ali Schmidt made a motion to approve the Sponsorship Subcommittee's recommended awards to each of the three (3) sponsorship applicants, \$30,000 to AfroAnimation and AMEI each, and \$2,500 to Burbank Comedy Festival, seconded by Jamie Keyser; motion carried 7-0.

L. Destination Development Subcommittee Update (15 min)

Staff provided the Board with updates regarding the following Destination Development projects:

1. The Richard Orlinski Exhibit dates are scheduled for May 12th through July 21st, 2026, on the AMC Walkway in Downtown Burbank. The Orlinski team recommend hosting the art pieces in a single location, preferably in a high-traffic area and as a result the AMC Walkway is an ideal location for this Exhibit.
2. The RFP for the Monument and Wayfinding Signage Program will be posted to PlanetBids on March 2, 2026. City of Burbank Planning and Transportation staff and Destination Development Subcommittee reviewed the RFP.
3. The Kyrpto Statue agreements are currently in place between BHA and the City of Burbank. The plaque and statue are complete and have been delivered to Warner Bros. Studio Tour Hollywood. They will be held until the City's dog park is completed. Once there are updates with the dog park completion date, we will hire a civil engineering firm to develop the specs for the base and installation, get them approved, and then hire a contractor to build the base and install the statue.

4. The Superman Statue agreements between BHA and DC are currently in progress. The design and plaque are already approved and completed, and Superman is under construction. Ms. Hamzoian shared that after multiple emails, staff still has not yet heard back from Airport Commissioner Frank Quintero regarding their desire to move forward with the Superman Statue at the airport. With that in mind, the Destination Development Subcommittee recommended moving ahead with the statue at the original location in at the city owned property in front of the Garry Marshall Theatre. Mr. Khan stated that the area is open to the public, in a high-traffic area, and adjacent to Bob's Big Boy, which is already a major tourist draw and therefore would be a viable choice. The Board agreed to allow staff to move forward with the City owned property for the Superman Statue.

M. HotelPlanner Update (10 min)

A recent survey was distributed to local hotels requesting their feedback on HotelPlanner. The survey results were positive with no concerns stated by Burbank hotels. As a result, BHA will continue to offer member hotels discounted rates for HotelPlanner's services. The invoices will continue to serve as BHA's contract with HotelPlanner. Visit Burbank pays a reduced annual fee of \$7,500 for Gold Preferred status for all 18 properties. The partnership brought in \$2.8 million in revenue for BHA last year.

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 2026.

O. Future Agenda Items

- Visit Burbank Campaign Launch
- Outlook Forum Update
- Board Vacancy
- FIFA Fan Zone Sponsorship Opportunities

P. ADJOURNMENT

The meeting adjourned at 4:31 PM. The next tentative meeting will take place on March 18th, 2026.

Balance Sheet

Burbank Hospitality Association

As of February 28, 2026

DISTRIBUTION ACCOUNT	TOTAL
Assets	
Current Assets	
Bank Accounts	
CBB Checking	433,381.03
Checking	0.00
Citizen MM	231,766.95
City Treasurer	-49,843.72
Savings	5.00
Total for Bank Accounts	\$615,309.26
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	\$638,156.61
Fixed Assets	
15000 Furniture and Equipment	0.00
Total for Fixed Assets	\$0.00
Total for Assets	\$638,156.61
Liabilities and Equity	
Liabilities	
Current Liabilities	
Credit Cards	
Citizen's CC	0.00
Total for Credit Cards	\$0.00
Other Current Liabilities	
2500 Accrued Expenses	0.00
Total for Other Current Liabilities	\$0.00
Total for Current Liabilities	\$0.00
Total for Liabilities	\$0.00
Equity	
45273 Salary Holding	0.00
32000 Unrestricted Net Assets	1,036,185.12
Net Income	-398,028.51
Total for Equity	\$638,156.61
Total for Liabilities and Equity	\$638,156.61

Profit and Loss

Burbank Hospitality Association

February 1-28, 2026

DISTRIBUTION ACCOUNT	TOTAL
Income	
47200 Program Income	
47220 aRes Contributions	53.06
Total for 47200 Program Income	\$53.06
Total for Income	\$53.06
Gross Profit	\$53.06
Expenses	
62000 Sales and Marketing Expenses	\$3,608.00
62500 Consultants	5,000.00
64000 Marketing / Advertising	\$112,204.95
64060 Social Media Management	13,200.00
Total for 64000 Marketing / Advertising	\$125,404.95
65010 Books, Subscriptions, Reference	97.60
65020 Postage, Mailing Service	522.00
65150 Website	10,250.00
66000 Influencers	175.70
68300 Travel and Meetings	
68310 Conference, Convention, Meeting	23,499.00
Total for 68300 Travel and Meetings	\$23,499.00
Total for 62000 Sales and Marketing Expenses	\$168,557.25
65000 Administration Expense	
62110 Accounting Fees	300.00
62140 Legal Fees	3,608.00
65040 Supplies	130.10
65050 Telephone, Telecommunications	50.00
65060 Salary Expenses	16,445.75
License and Permits	20.00
Total for 65000 Administration Expense	\$20,553.85
67000 Destination Development	33,137.00
Melio services fee	15.00
Unapplied Cash Bill Payment Expense	0.00
Total for Expenses	\$222,263.10
Net Operating Income	-\$222,210.04
Net Other Income	
Net Income	-\$222,210.04

Visit BURBANK

Burbank Hospitality Association Board Meeting

March 18, 2026

1

Announcements

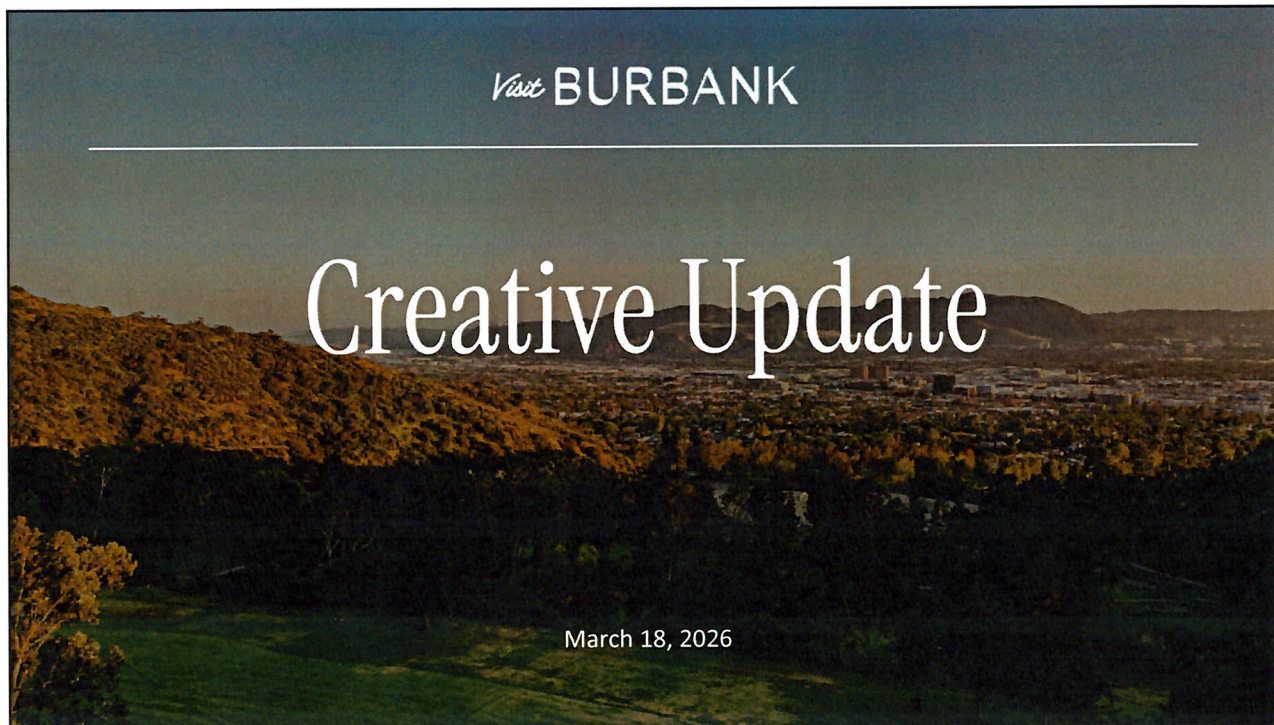


Updates

- MUSEXPO 2026 taking place at Castaway
March 23-25
- AfroAnimation 6.0 taking place April 23-26
- Richard Orlinksy – location and dates selected
- Monument & Wayfinding Signage Program
RFP – Proposals due April 3rd




2



3

Agenda

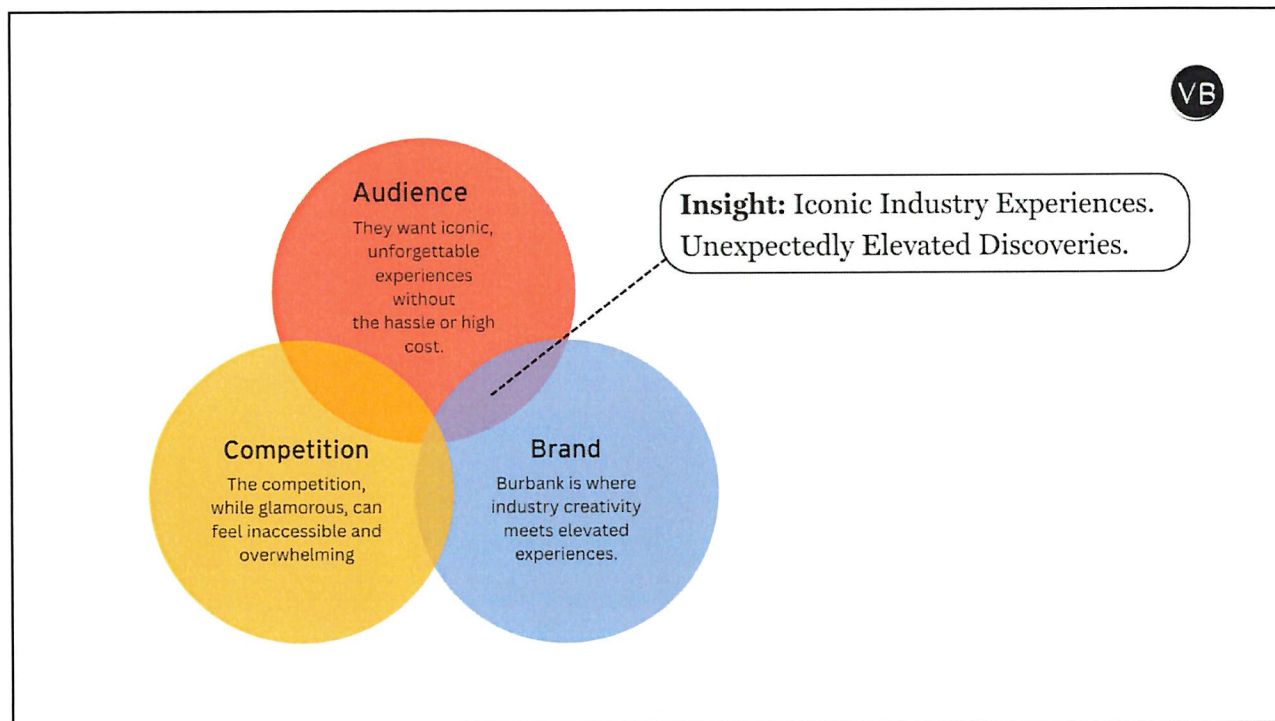


1. Brand Recap
2. Brand in the real world
3. Go Off Script Campaign Update

4

Brand Recap

5



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Brand Promise

Visit Burbank promises a creative, real-life version of Hollywood, where the stories are made, the streets are welcoming, and every visitor feels like an insider.

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The Brand



Visit BURBANK

Horizontal
FULL COLOR

The full color logo is set in Burbank's custom black. It should be used as often as possible to build a strong brand identity.

Visit BURBANK

Horizontal
FULL COLOR REVERSED

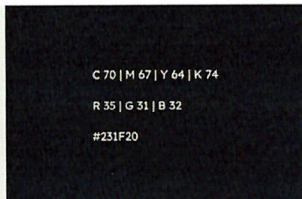
The full color reversed logo is set in Burbank's custom off-white. Use this version when the logo is overlaid on a dark photo or background.

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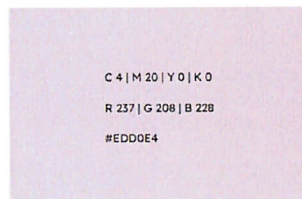
The Brand



PRIMARY COLOR PALETTE



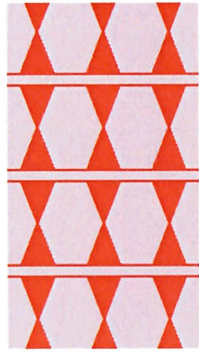
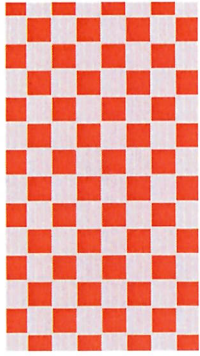
SECONDARY COLOR PALETTE



The Brand



The Brand



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In the Real
World

12

Swag



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Business Cards



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Go Off Script Campaign Updates

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Go Off Script



Updates

- Working with Pacific Ballet Dance Co.
- Partnering with talented LA based videographer
- Two full days of filming
- Permitting under way
- Set for filming the week of April 6th

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Manifesto

Here in Burbank, life isn't sticking to the lines.

The best scenes happen in the margins — in the little accidents.

Like wandering into a diner and realizing it's a legendary landmark.

Or finding out the neon sign you just passed has more credits than most actors.

So take the unexpected detour. Find a café that feels written just for you.

Wander into a shop where every piece tells its own story.

Trade the itinerary for a spontaneous hike in the Southern California sun.

This isn't our story to sell. It's yours to sketch, scribble, cross out, and rewrite - and we'll hand you the pen.

Because in Burbank, the unforgettable isn't staged. It's discovered.

So forget the script. The best story is the one you weren't planning to write.

Visit Burbank, *Go Off Script*

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Go Off Script



Creative Direction

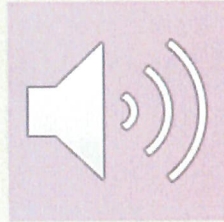
It taps into a truth about modern travel; the idea that the most meaningful experiences are the ones we don't plan. Burbank makes that kind of spontaneity easy. This campaign invites visitors to step into the role of the main character. It suggests that the real magic of Burbank is not only in what the city offers, but in how it makes you feel: open, inspired, curious, and a little enchanted.

The campaign will bring this feeling to life. It will express a stylized, expressive point of view filled with movement, romantic energy, and thoughtfully crafted wardrobe. The tone should feel whimsical, cinematic, and imaginative, as if the city is collaborating with the viewer to create a story together.

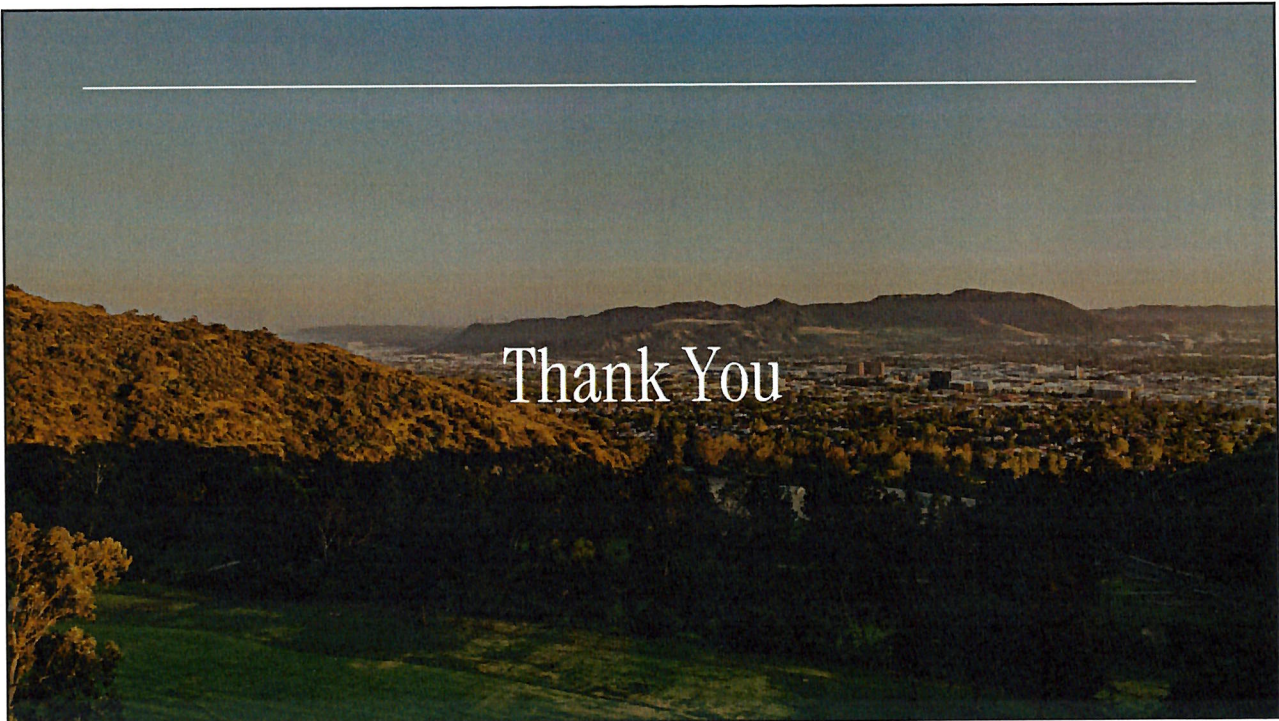
The end result should feel like stepping into a storybook where you are the author.

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Song



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FIFA UPDATE AND SPONSORSHIP OPPORTUNITY

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FIFA Fan Zone Sponsorship Opportunity



Let's show LA that Burbank is the place everyone wants to be. It's our time to shine!

- Fan Zone during the FIFA finals July 18 -19th in Downtown Burbank – Momentum is high!
- Largest most prominent event in Burbank's history
- Global recognition and affiliation "all eyes on Burbank"
- Elevated event with VIP line-up of performers and experience including:
 - Celebrity chef, Geoffrey Zakarian
 - World celebrated DJ's and performers
 - 10 Fan Zones in LA – Burbank's will be the best one!



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FIFA Sponsorship Opportunity



AFFILIATION & RECOGNITION – Example: Discover LA Effect



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FIFA Sponsorship Opportunity



Request: \$100,000

- Premier sponsor logo and booking engine on FanZone landing page.
- Social media recognition and posts to promote overnight packages and stays
- Hotel Activation- Welcome FIFA FanZone Banners and schedule of events
- Preferred signage placement in the International Street Fair.
- Logo placement on LED screens before/after match broadcasts.



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FIFA Sponsorship Opportunity



TICKETING

General Admission (GA) Watch Party + Concert Experience

- Price: \$25-\$60 – Dynamic Pricing
- Inventory: ~2,700 tickets for both days
- Ticket includes entry into the main Watch Party Zone in the heart of downtown Burbank.
- Watch the match live on a massive LED screen with full sound, surrounded by the electric energy of the global soccer community.
- The watch party area features communal seating and a variety of food and beverage vendors available for purchase so you can relax, cheer, and enjoy the match with friends.
- The celebration continues post-game with a live concert featuring a special guest artist (TBA) turning the night into a full watch party and concert celebration.



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FIFA Sponsorship Opportunity



Activation Zone & International Street Fair

Price: FREE both days

Inventory: 10,000 attendees both days

Open to the public, does not require a ticket for entry. Allows the public to be a part of the Fan Zone experience in Downtown Burbank.



Passport Lounge Watch Party

Price: \$50-\$99 per day – Dynamic Pricing

Inventory: ~3,600 tickets for both days

For the fan who wants to explore the whole party, this experience lets you move between three unique themed lounges throughout downtown, each with its own vibe, energy, and atmosphere. Passport gives access to exclusive shaded lounge areas with comfortable seating, stylish lounge furniture, and giant LED screens with full game sound.



VIP Watch Party

Price: \$175-\$300 per day – Dynamic Pricing

Inventory: ~1,600 tickets for both days

Access to a private VIP terrace overlooking downtown Burbank. Before kickoff, enjoy live cooking demonstrations and curated tastings created by a celebrity chef, with thoughtfully paired wines that complement each dish. Features lounge seating, cocktail tables, shaded areas, and a large LED screen with full sound, allowing you to enjoy every moment of the match without leaving the comfort of the VIP terrace.

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FIFA Sponsorship Opportunity



Tourism Economics 2026 World Cup Impact Analysis

- The 2026 World Cup is forecast to generate nearly 3,000 incremental hotel nights in the City of Burbank in June and July 2026. The increased hotel demand will produce \$4.9 million in incremental visitor spending and \$450,000 in state and local taxes.
- The average daily rate associated with the incremental hotel nights from the World Cup is estimated to be approximately 20% higher than a baseline projection for June and July 2026.
- These incremental room nights represent nearly 4,600 additional overnight visitors and \$4.9 million in incremental spending from the World Cup.
- The incremental room revenue is estimated to represent approximately \$75,000 in TOT/TBID revenues.

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2026 Outlook Forum Update

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2026 Outlook Forum Update



AI Visibility Drivers (Our Control):

- **Control online narrative:** Maintain consistent coverage on trusted third-party sources.
- **Publish useful destination info:** Seed Burbank's core story across blogs, links, and partner sites.
- **Appear on trusted platforms:** Wikipedia, editorial sites, listings act as sources of truth.
- **Keep info clean & structured:** Lists, itineraries, guides, events, FAQs.
- **Keep content fresh:** Update events, seasonal guides, and new openings.
- **Adopt GEO (Generative Engine Optimization):** Structure content for AI discoverability (trusted coverage + consistent narrative + structured content + frequent updates).

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Future Agenda Items



- Board Vacancy
- Clear Channel Airport Marketing Collateral
- Monument & Wayfinding Signage Program – Selected RFPs
- FIFA Updates
- Superhero Statue Updates

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Q&A



ADJOURNMENT: Next tentative meeting is scheduled for April 15th.

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