

Burbank Hospitality Association, Inc.

Meeting Agenda

Wednesday, June 17, 2026, at 3:00pm
Location: Community Services Building | Room: 104
Address: 150 N Third Street, 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 April 15, 2026, meeting minutes.

Recommendation: Staff recommends approval.

F. Treasurer's Report

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

G. Update on City of Burbank TOT Ballot Measure

Staff will provide an update regarding the TOT Ballot Measure for the November 3, 2026 election.

Recommendation: Note and file.

H. Visit Burbank 6-Month Marketing Strategic Plan Presentation (20 min)

ACTION ITEM

Visit Burbank's marketing agency, Verdin, will provide an overview of their accomplishments and recap media metrics after completing one year with Visit Burbank. A 6-month Marketing Strategic Plan and cost for July 1, 2026-December 31, 2026 will be presented to the Board for review and approval.

Recommendation: Staff recommends approval of the 6-Month Strategic Plan for July 1, 2026-December 31, 2026 in the amount of \$200,000.

I. Social Media Update & Approval of a Second Amendment to the Professional Services Agreement with Lady Muse Media, LLC. (20 min) ACTION ITEM

Visit Burank's social media manager, Lady Muse, will provide an annual update on social media planning and metrics. Staff will present an amended Professional Services Agreement for the Board's consideration.

Recommendation: Approve the Second Amendment to the Professional Services Agreement with Lady Muse Media, LLC.

J. Appointment of Non-Voting Member (5 min) ACTION ITEM

Staff will present an application for Julie Guffey, Sales Coordinator at Warner Bros. Studio Tour Hollywood, who would like to be appointed to the Board as a non-voting member.

Recommendation: Appoint Julie Guffey as a non-voting member.

K. Reorganization of Destination Development Subcommittee (10 min) ACTION ITEM

The Board will consider the reorganization of the Destination Development Subcommittee.

Recommendation: Consider reorganization of the Destination Development Subcommittee.

L. Sponsorship Subcommittee Updates & Recommendations (15 min) ACTION ITEM

The Sponsorship Subcommittee will make recommendations for four potential event sponsorships – 1) Burbank International Film Festival \$30,000, 2) Creative Talent Network eXpo \$30,000, 3) MUSEXPO 2027 \$60,000, 4) TurtleCon \$30,000.

Recommendation: Approve up to \$150,000 sponsorship recommendations as provided by the subcommittee.

M. BHA Draft Tax Returns FYE 06-30-25 (5 min) ACTION ITEM

The Board will consider approval of the BHA draft tax returns for FYE 06-30-25.

Recommendation: Staff recommends approval.

N. Destination Development Update – DC Statue and Comic (15 min) ACTION ITEM

DC Comics is requesting to postpone the unveiling of the Superman statue to April 2027 to align with Superman Day. Anne DePies, GM and SVP at DC Comics, will present public relations opportunities from DC Comics for the future unveiling. Staff will also share a “Super Heroes Are Born Here” ad that was created for Visit Burbank and will debut at Comic Con.

No Recommendation: Staff recommends that the Board review the information and make an informed decision on how to proceed.

O. Board Approved Expenditures

The Board will consider transferring \$195,900 from the holding account to cover:

- The following pre-approved expenses: consultant expenses of \$28,000, legal fees of \$12,000, marketing fees of \$68,000, Chamber marketing partnership of \$4,200, and ongoing administrative expenses in the amount of \$55,500.
- Lady Muse Social Media Content: \$13,200.
- BIFF First Half Sponsorship: \$15,000.

Recommendation: Staff recommends approval of \$195,900 to transfer.

P. 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.

Q. ADJOURNMENT: Next tentative meeting is TBD.

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)

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.