Burbank Hospitality Association, Inc.
Meeting Agenda

Wednesday, August 19, 2026, at 3:00pm
Location: Coast Burbank Hotel | Room: Studio B
Address: 2011 W Olive Ave, Burbank, CA 91506

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 June 17, 2026, meeting minutes.

Recommendation: Staff recommends approval.

F. **Treasurer's Report**
The Treasurer will present the financial report as of July 31, 2026.

G. **Creative Talent Network eXpo (CTNx) Sponsorship Presentation (10 min)** **ACTION ITEM**
Tina Price, President and Founder of the Creative Talent Network eXpo, will present to the Board for consideration of a $30,000 sponsorship.

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

H. **Letter of Support for Afriat Consulting Group, Inc. (15 min)** **ACTION ITEM**
Elizabeth Hennes, Vice President at Afriat Consulting Group, Inc., will present the latest updates for the Aloft and Residence Inn project in Burbank. The project will be

presented to the Planning Commission and City Council later this year, and they are requesting a letter of support from Burbank Hospitality Association.

Recommendation: Approve the Chair signing and authorizing a letter of support for the project.

I. <u>Annual Election of Board Member Term Renewals (10 min)</u> **<u>ACTION ITEM</u>**

The Board will renew terms for all Board Members.

Recommendation: Staff recommends renewal of all current Board Member terms.

J. <u>Executive Committee Positions (10 min)</u> **<u>ACTION ITEM</u>**

The Board will accept nominations for the reorganization of the Executive Committee positions including Chairperson, Vice Chairperson, Secretary, and Treasurer, to serve for the 2026-2027 fiscal year.

Recommendation: Appoint Executive Committee positions including Chairperson, Vice Chairperson, Secretary, and Treasurer.

K. <u>Reorganization of Subcommittees (10 min)</u> **<u>ACTION ITEM</u>**

The Board will consider the reorganization of the Destination Development, Marketing, and Sponsorship Subcommittees.

Recommendation: Consider reorganization of the Subcommittees.

L. <u>Burbank Hospitality Association Budget Presentation (15 min)</u> **<u>ACTION ITEM</u>**

Staff will present an annual BHA Budget Plan for July 2026-June 2027 for the Board to review and approve.

Recommendation: Staff recommends approval of the BHA Budget Plan for July 2026-June 2027.

M. <u>Marketing Update (10 min)</u> **<u>ACTION ITEM</u>**

The Board will review a proposal from Jon Field for marketing services covering website maintenance, updates, SEO and ongoing improvements to the user experience and search visibility.

Recommendation: Approve the $33,000 proposal for FY 26-27.

N. Fan Zone Update

Staff will present a recap of the Los Angeles World Cup 26 Fan Zone at Downtown Burbank that took place July 18 and 19.

Recommendation: Note and file.

O. Board Approved Expenditures **ACTION ITEM**

The Board will consider transferring $211,400 from the holding account to cover:

- The following pre-approved expenses: consultant expenses of $10,000, legal fees of $12,000, marketing fees and website updates of $64,000, Chamber marketing partnership of $4,200, and ongoing administrative expenses in the amount of $66,000.
- Lady Muse Social Media Content: $15,200.
- CTNx Sponsorship: $30,000.
- BIFF Second Half Sponsorship: $10,000.

Recommendation: Staff recommends approval of $211,400 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** Danny Kahn, Warner Bros. Studio Tour Hollywood, **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 (3) Julie Guffey, Warner Bros. Studio Tour Hollywood (non-voting member) Patrick Prescott, Community Development Director (ex-officio)
Key Staff 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.