

Burbank Hospitality Association, Inc.

Special Meeting Agenda

Wednesday, October 7, 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 August 19, 2026 meeting minutes.

Recommendation: Staff recommends approval.

F. Treasurer's Report

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

G. New Board Member Appointment (10 min)

ACTION ITEM

The Board will review an application from Craig Settimo, General Manager for Hotel Amarano, for the vacant position currently on the Board.

Recommendation: Appoint Craig Settimo as a new Board Member to the BHA.

H. Burbank Chamber of Commerce Marketing Partnership Renewal (15 min)

ACTION ITEM

Jamie Keyser, CEO of Burbank Chamber of Commerce, will present an annual recap on the Chamber's marketing partnership with Visit Burbank. The Board will consider renewing the annual marketing partnership agreement.

Recommendation: Renew annual marketing partnership with the Burbank Chamber of Commerce.

I. Marketing Update (15 min)

ACTION ITEM

The Board will review a proposal from Evan Oliver for marketing services covering all paid media. Staff will also share final creative from Verdin.

Recommendation: Approve the \$30,000 proposal for one year.

J. Board Approved Expenditures

ACTION ITEM

The Board will consider transferring \$138,650 from the holding account to cover:

- The following pre-approved expenses: consultant expenses of \$15,000, legal fees of \$5,000, marketing fees of \$56,000, website updates of \$8,250, Chamber marketing partnership of \$4,200, and ongoing administrative expenses in the amount of \$35,000.
- Lady Muse Social Media Content: \$15,200.

Recommendation: Staff recommends approval of \$138,650 to transfer.

K. 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.

L. ADJOURNMENT: Next tentative meeting is TBD.

Burbank Hospitality Association, Inc. Board Members

Michael Hernandez, Hilton Garden Inn, **Chair**
Kristin Perry, Cambria Hotel Burbank Airport, **Vice Chair**
Ali Schmidt, Universal Studios Hollywood, **Secretary**
Danny Kahn, Warner Bros. Studio Tour Hollywood, **Treasurer**
Alan Tate, Los Angeles Marriott Burbank Airport
Nerissa Sugars, Hollywood Burbank Airport
Jamie Keyser, Burbank Chamber of Commerce
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.