

Burbank Hospitality Association, Inc.

Meeting Agenda

August 10, 2022, at 11:00 AM

Location: Hotel Amarano | 322 N Pass Ave, Burbank, California 91505

A. **Roll Call**

B. **Announcements**

C. **Public Comment**

Any person may address the Board on any matter related to the BHA. The public is only allowed to speak at this time for a maximum of five minutes.

D. **Response to Public Comment**

Any Board Member can respond to comments made by the public.

E. **Board Member Comments**

Board Members may comment on events attended and/or report any gift disclosures.

F. **Approval of Minutes**

ACTION ITEM

The Board will consider approval of the June 22, 2022, meeting minutes.

Recommendation: Staff recommends approval.

G. **Treasurer's Report**

The Treasurer will present financial report as of May 31, 2022.

H. **Hotel Association of Los Angeles (HALA) Membership**

ACTION ITEM

Heather Rozman, President & CEO of HALA, and Sandra Oberle from California Hotel & Lodging Association will be presenting information regarding a potential HALA membership in the amount of \$72,280.

Recommendation: Board discussion to determine the need to join HALA.

I. **Cal Travel Summit (CTS) 2022**

ACTION ITEM

Staff is requesting to attend the Cal Travel Summit in Palm Springs on October 3-5, 2022. The summit is where travel, tourism, and hospitality professionals discuss the most pressing advocacy issues; share ideas and insights. Staff is also recommending that we become a member of the Cal travel organization.

Recommendation: Staff recommends approval 2022 Cal Travel Summit attendance (\$3,250) and Annual Cal Travel Membership (\$1,000).

- J. Sponsorship Program Updates** **ACTION ITEM**
Staff will present an updated Sponsorship Program with a new application process and updated criteria for the Board to consider.

Recommendation: Staff recommends approval of the updated Sponsorship Program process.

- K. Board Member Term Renewal** **ACTION ITEM**
The Board will consider renewing the following Board Member terms:

Board Member	Current Term Ends	Next Term Ends
Danny Kahn	July 1, 2022	July 1, 2023
Alan Tate	July 1, 2022	July 1, 2023
Sundeep Vaghashia	July 1, 2022	July 1, 2023

Recommendation: Renew four Board Members for a term ending July 1, 2023.

- L. Executive Committee Positions** **ACTION ITEM**
The Board will accept nominations for the reorganization of the Executive Committee positions including Chairperson, Vice Chairperson, Secretary, and Treasurer, to serve for the 2022-2023 fiscal year.

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

- M. Sponsorship Advisory Subcommittee Positions** **ACTION ITEM**
The Board will accept nominations for the Sponsorship Advisory Subcommittee to serve for the 2022-2023 fiscal year. Current members include Danny Kahn, Sundeep Vaghashia, Eric Ducat and Ali Schmidt.

Recommendation: Appoint Sponsorship Advisory Subcommittee positions.

- N. Destination Development Ad Hoc Committee Positions** **ACTION ITEM**
The Board will accept nominations for the Destination Development Ad Hoc Committee to serve for the 2022-2023 fiscal year. Current members include Danny Kahn, Sundeep Vaghashia, Nerissa Sugars, and Ali Schmidt.

Recommendation: Appoint Destination Development Ad Hoc Committee positions.

- O. Sponsorship Program Updates** **ACTION ITEM**
Staff will present an updated Sponsorship Program with a new application process and updated criteria for the Board to consider.

Recommendation: Staff recommends approval of the updated Sponsorship Program process.

P. Wonder Woman Update

Staff will provide a timeline and update on the Wonder Woman Statue project.

Note and File.

Q. Marketing Update

Marketing Consultant Robin Faulk will provide an update on the current and ongoing marketing projects.

Note and File.

R. Board Approved Expenditures

ACTION ITEM

The Board will consider transferring \$127,250 from the holding account to cover the Cal Travel Summit expenses of \$3,250 Cal Travel membership of \$1,000 and the following pre-approved expenses: consultant expenses of \$30,000, legal fees of \$30,000, marketing fees of \$33,000, and ongoing administrative expenses in the amount of \$30,000.

Recommendation: Staff recommends approval of \$127,250 transfer.

S. 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.

T. ADJOURNMENT: Next tentative meeting October 19, 2022.

<p><u>Burbank Hospitality Association, Inc. Board Members</u> Danny Kahn, Warner Bros. Studio Tours, Chair Alan Tate, Burbank Airport Marriott, Vice-Chair Sundeep Vaghashia, Travelodge, Treasurer Jamie Keyser, Burbank Chamber of Commerce Peter Kolla, Hotel Amarano Adrian Pastrana, Quality Inn Ali Schmidt, Universal Studios Hollywood Nerissa Sugars, Hollywood Burbank Airport Patrick Prescott, Community Development Director (ex-officio) Three (3) Board Member Vacancies</p>
<p><u>Marketing Key Staff</u> Simone McFarland, Asst. Community Development Director Mary Hamzoian, Economic Development Manager Megan Anghel, Economic Development Analyst 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.