

Burbank Hospitality Association, Inc.

Meeting Agenda

July 28, 2021 at 3:00 PM

Join Virtually via Zoom:

<https://zoom.us/j/99753055733?pwd=cTRUWHpHdG5TRkxvdXdhaHNWRHRuQT09>

Meeting ID: 997 5305 5733

Passcode: 512536

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 23, 2021, meeting minutes.

Recommendation: Staff recommends approval.

G. Treasurer's Report

The Treasurer will present financial report as of May 31, 2021.

H. Burbank Storage Facility Update

Community Development staff will provide an update on the homeless storage facility located on Front Street.

I. Strausberg Media Plan 2021-2022

ACTION ITEM

The Board will receive an end of year media plan update and consider approving the six-month media marketing and strategic plan.

Recommendation: Staff recommends approval.

J. 2021 IPW Trade Show Booth Renderings

ACTION ITEM

The Board will consider approving the 2021 IPW trade show booth renderings.

Recommendation: Staff recommends approving booth renderings.

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
Peter Kolla	July 1, 2021	July 1, 2023
Ali Schmidt	July 1, 2021	July 1, 2023
Nerissa Sugars	July 1, 2021	July 1, 2023
Jamie Keyser	July 1, 2021	July 1, 2023
Richard Engelhard	July 1, 2021	July 1, 2023

Recommendation: Renew five 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 2021-2022 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 2021-2022 fiscal year. Current members include Danny Kahn, Alan Tate, Sundeep Vaghashia, and Tony Garibian.

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 2021-2022 fiscal year. Current members include Danny Kahn, Sundeep Vaghashia, Tony Garibian, Nerissa Sugars, and Ali Schmidt.

Recommendation: Appoint Destination Development Ad Hoc Committee positions.

O. Marketing Update

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

P. Destination Development Ad Hoc Committee Update

Staff will provide an update from the Destination Development meeting held on July 20, 2021.

Q. Board Approved Expenditures

ACTION ITEM

The Board will consider transferring \$60,000 from the holding account to cover the following pre-approved expenses: consultant expenses of \$20,000, legal fees of

\$10,000, marketing fees of \$20,000, and ongoing administrative expenses in the amount of \$10,000.

Recommendation: Staff recommends approval of \$60,000 transfer.

R. 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.

S. ADJOURNMENT: Next tentative meeting August 18, 2021.

Burbank Hospitality Association, Inc. Board Members

Danny Kahn, Warner Bros. Studio Tours, **Chair**
Alan Tate, Burbank Airport Marriott, **Vice-Chair**
Eric Ducat, Residence Inn, **Secretary**
Sundeep Vaghashia, Travelodge, **Treasurer**
Richard Englehard, Hilton Garden Inn
Tony Garibian, Coast Anabelle and Safari Inn
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)
Richard Sandoval, Burbank Airport Marriott, (non-voting)

Marketing Key Staff

Simone McFarland, Asst. Community Development Director
Mary Hamzoian, Economic Development Manager
Erika De Leon, Economic Development Analyst
Marissa Minor, Economic Development Analyst
Megan Anghel, Economic Development Analyst
Robin Faulk, Marketing Consultant

Administrative Key Staff

Teresa Mackey, Bookkeeping

Legal Counsel

Ryan T. Dunn, Colantuono, Highsmith & Whatley, PC

ADJOURNMENT TO THE NEXT REGULARLY SCHEDULED MEETING, TENTATIVELY SCHEDULED ON WEDNESDAY, AUGUST 18, 2021 AT 3:00 PM, LOCATION TO BE DETERMINED.

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.