

Burbank Hospitality Association, Inc.
Meeting Agenda
May 18, 2022, at 3:00 PM
Warner Bros Studio Tour Hollywood
Storyboard Conference Room
3400 Warner Blvd Bldg. 128, 2nd Floor
Burbank, CA 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 April 20, 2022, meeting minutes.

Recommendation: Staff recommends approval.

G. Treasurer's Report

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

H. MUSEXPO Wrap-up Presentation

Sat Bisla, President & Founder, A&R Worldwide is joining us today to provide a summary of the March 20 - 25, 2022, MUSEXPO event.

Staff Recommendation: Note and file.

I. Visit Burbank Annual Marketing Strategic Plan Presentation

ACTION ITEM

Strausberg Group will present an annual Media Marketing Strategic Plan for July 2022 – June 2023 for the Board to review and approve.

Staff Recommendation: Staff recommends approval of the Annual Marketing Strategic Plan for July 2022- June 2023.

J. Marketing Update

Robin Faulk, Marketing Consultant will provide an update on Visit Burbank Marketing Campaigns and IPW.

Recommendation: Note and file.

K. Board Approved Expenditures

ACTION ITEM

The Board will consider transferring \$178,000 from the holding account to cover the Annual Marketing Strategic Plan of \$138,000 and the following pre-approved expenses: consultant expenses of \$10,000, legal fees of \$10,000, marketing fees of \$10,000, and ongoing administrative expenses in the amount of \$10,000.

Recommendation: Staff recommends approval of a \$178,000 transfer.

L. 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.

M. ADJOURNMENT: Next tentative meeting June 15, 2022.

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
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)

Marketing Key Staff

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

Administrative Key Staff

Teresa Mackey, Bookkeeping

Legal Counsel

Ryan T. Dunn, 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.