

Burbank Hospitality Association, Inc.

Meeting Agenda

Wednesday, May 21, 2025, at 3:00pm

Location: Burbank Chamber of Commerce | Room: Chamber Board Room

Address: 200 W Magnolia Blvd, Burbank, CA 91502

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. **Legal Counsel Update**

Legal Counsel may provide updates regarding potential conflicts of interest or any pending or enacted laws impacting the Board.

F. **Approval of Minutes**

ACTION ITEM

The Board will consider approval of the April 16, 2025, meeting minutes.

Recommendation: Staff recommends approval.

G. **Treasurer's Report**

The Treasurer will present the financial report as of March 31, 2025.

H. **New Board Member Appointment (10 min)**

ACTION ITEM

The Board will review an application from Kristin Perry, the Director of Sales for Cambria Hotel Burbank Airport for the vacant position currently on the Board.

Recommendation: Appoint Kristin Perry as a new Board Member to the BHA.

I. Burbank Chamber of Commerce Presentation - (15 min)

The Burbank Chamber of Commerce Board Executive Team will be making a presentation for a sponsorship on a proposed Media Guide and Industry Expo event.

Recommendation: Note and file.

J. Destination Development Subcommittee Update – Monument Signage (15 min) **ACTION ITEM**

The Board will review a proposal from Looking, a design company, for monument and wayfinding signage location planning, concept development, design process and production process for various locations throughout Burbank.

Recommendation: Based on the Destination Development Subcommittee recommendation, approve \$94,600 for the monument and wayfinding signage proposal.

K. Destination Development Subcommittee Update – DC Super Hero Mural and Statue Update (20 min) **ACTION ITEM**

Staff will present a new concept for a DC Super Hero mural project and provide an update on the Krypto and Superman statues.

Recommendation: Approve up to \$32,000 for the DC Super Hero mural.

L. TBID Renewal Ad Hoc Subcommittee Update - (15 min)

The TBID Renewal Ad Hoc Subcommittee will give the Board an update on changes proposed for the service plan, budget and assessment rate for the upcoming 2026 renewal.

Recommendation: Note and file.

M. Board Approved Expenditures **ACTION ITEM**

The Board will consider transferring \$203,300 from the holding account to cover:

- The following pre-approved expenses: consultant expenses of \$14,000, legal fees of \$6,000, marketing fees of \$26,000, Chamber marketing partnership of \$2,100, and ongoing administrative expenses in the amount of \$22,000.
- Monument and Wayfinding Signage: \$94,600
- Super Hero Mural: \$32,000
- Lady Muse Social Media Content: \$6,600

Recommendation: Staff recommends approval of \$203,300 to transfer.

N. 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.

O. ADJOURNMENT: Next tentative meeting is scheduled for June 25th.

<p><u>Burbank Hospitality Association, Inc. Board Members</u> Tony Garibian, Coast Burbank Hotel and Safari Inn, Chair Michael Hernandez, Hilton Garden Inn, Vice Chair Jamie Keyser, Burbank Chamber of Commerce, Secretary Danny Kahn, Warner Bros. Studio Tours Treasurer Alan Tate, Burbank Airport Marriott Ali Schmidt, Universal Studios Hollywood Fatima Achhal, SpringHill Suites by Marriott Nerissa Sugars, Hollywood Burbank Airport David Lurie, Hotel Amaranano Vacant Board Position (2) Patrick Prescott, Community Development Director (ex-officio)</p>
<p><u>Key Staff</u> Simone McFarland, Asst. Community Development Director Mary Hamzoian, Economic Development Manager/Executive Director Odette Zakarian, Economic Development Analyst/Operations Coordinator 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.