

Burbank Hospitality Association, Inc.
Meeting Agenda
November 17, 2021 at 3:00 PM

Join Zoom Meeting:

<https://us06web.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 a Teleconference Meeting Resolution **ACTION ITEM**

Under the recent amendments to the Brown Act, as of October 1, 2021 the Board must approve a resolution every 30 days finding a public health emergency to continue to meet remotely by Zoom.

Recommendation: Approve a resolution authorizing the BHA to continue to meet virtually pursuant to Government Code Section 54953(e).

G. Approval of Minutes **ACTION ITEM**

The Board will consider approval of the October 27, 2021, meeting minutes.

Recommendation: Staff recommends approval.

H. Treasurer's Report

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

I. ONEBurbank Highspeed Internet Update

Burbank Water and Power staff will provide an informational presentation updating the Board on the new ONEBurbank charges.

Recommendation: Note and file.

- J. Universal Studios Hollywood Partner Hotel Program** **ACTION ITEM**
Emily Wilkins from Universal Parks & Resorts Vacations will provide the Board with a summary on the 2021 Partner Hotel Program and will request approval for the 2022 Partner Hotel Program.

Recommendation: Staff recommends approval.

- K. Marketing Update**
Marketing Consultant, Robin Faulk will provide an update on the current and ongoing marketing projects.

Recommendation: Note and file.

- L. Board Approved Expenditures** **ACTION ITEM**
The Board will consider transferring \$140,000 from the holding account to cover \$100,000 for the Universal Studios Hollywood Partner Hotel Program 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 \$140,000 transfer.

- M. 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.

- N. ADJOURNMENT: Next tentative meeting December 15, 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)

Marketing Key Staff

Simone McFarland, Asst. Community Development Director
Mary Hamzoian, Economic Development Manager
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

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.