

Burbank Hospitality Association, Inc.
Meeting Agenda
August 19, 2019 2:00 PM
Burbank Chamber of Commerce
200 W Magnolia Blvd, Burbank, CA 91502

A. Roll Call

B. Announcements

C. Public Comment

At this time, 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

At this time, any Board Member can respond to comments made by the public.

E. Board Member Comments

At this time, 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 17, 2019 meeting minutes.
Recommendation: Staff recommends approval.

G. Treasurer's Report

The Treasurer will present a financial report from April 1, 2019 – July 30, 2019.

H. Universal Studios Hollywood Preferred Hotel Partnership Program Update

Staff will provide an update regarding the Universal Parks and Resorts Vacations preferred hotel partnership program.

Recommendation: Note and File.

I. BHA Board Responsibilities & Brown Act Refresher

ACTION ITEM

BHA Counsel will review Board member responsibilities and provide a short Brown Act training.

Recommendation: Review and approve BHA Board Responsibilities with any changes as needed.

J. HotelPlanner.com

ACTION ITEM

Staff will discuss the benefits of annual membership for BHA hotels on Hotelplanner.com. Estimated cost to BHA would range from \$6,000 to \$11,000 annually, depending upon the number of hotels that use the service.

Recommendation: Proceed with an annual membership to HotelPlanner.com, noting that this is not a budgeted item and if approved will need to replace a pre-approved marketing expense or come out of reserve funding.

K. Warner Bros. Studio Tour Visitor Center Presentation

Danny Kahn from Warner Bros Studio Tour Hollywood will provide an update on the construction and opening of the new Visitor Center.

Recommendation: Note and file.

L. Sponsorship Recommendations **ACTION ITEM**

Staff will present information on Phase II sponsorship applications from MUSE EXPO and the Burbank Winter Wine Walk to the Board for review and fund allocation.

Recommendation: Staff recommends the Board consider input from the Sponsorship subcommittee in determining sponsorship allocations for Phase I applicants.

M. IPW Wrap-Up and Fam Tour Debrief

Staff will update the Board on the June 1-5, 2019 International Pow Wow (IPW) Trade Show Convention as well as FAM Tours for 2019.

Recommendation: Note and file.

N. Board Approved Expenditures **ACTION ITEM**

The Board will consider transferring \$80,000 from the holding account to cover the following pre-approved expenses: consultant expenses of \$16,000, legal fees of \$5,000, advertising expenses of \$40,000, \$10,000 for Hotel Planner and ongoing administrative expenses in the amount of \$9,000.

Recommendation: Staff recommends the Board approve a transfer of \$80,000.

O. 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.

**ADJOURNMENT TO THE NEXT REGULARLY SCHEDULED MEETING
TENTATIVELY ON MONDAY SEPTEMBER 16, 2019 AT 3:00 PM, LOCATION TO BE
DETERMINED.**

Burbank Hospitality Association, Inc. Board Members

Tony Garibian, Coast Anabelle and Safari Inn, **Chair**
Danny Kahn, Warner Bros. Studio Tours, **Vice-Chair**
Sundeeep Vaghashia, Travelodge, **Secretary**
Michael Swaney, Residence Inn by Marriott, **Treasurer**
Lucy Burghdorf, Hollywood Burbank Airport
Tom Flavin, Burbank Chamber of Commerce
Julio Flores, Hilton Garden Inn
Adrian Pastrana, Quality Inn
Patrick Prescott, Community Development Director (ex-officio)
Alan Puana, Universal Studios Hollywood
Richard Sandoval, Burbank Airport Marriott, (non-voting)
Alan Tate, Burbank Airport Marriott
Tom Whelan, Hotel Amarano

Marketing Key Staff

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

Administrative Key Staff

Barbara Miller, Administration and Records
Teresa Mackey, Bookkeeping

The BHA Board is comprised of 11 voting members. Regular meetings are held monthly the second Monday of the month unless that is a City holiday. In that case, the Board will meet the first or third Monday. 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.