

Burbank Hospitality Association, Inc.
Meeting Agenda
July 15, 2019 3:00 PM
Hollywood Burbank Airport Skyroom
2627 Hollywood Way Burbank, CA 91505

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 - June 30, 2019.

H. Universal Studios Hollywood Preferred Hotel Partnership Program

Staff from Universal Parks and Resorts Vacations will provide a mid-year update regarding the 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: Note and file.

J. HotelPlanner.com

ACTION ITEM

A representative from Hotelplanner.com will discuss the benefits of annual membership for hotels to the site. Estimated cost to BHA would range from

\$6,000 to \$11,000 annually, depending upon the number of hotels that use the service.

Recommendation: Discuss hotelplanner.com benefits and determine if Board would like to proceed with an annual membership. This is not a budgeted item and if approved will need to replace a pre-approved marketing expense.

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: No action taken at this time.

L. 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.

M. Board Approved Expenditures

ACTION ITEM

The Board will consider transferring \$70,000 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, and ongoing administrative expenses in the amount of \$9,000.

Recommendation: Staff recommends the Board approve a transfer of \$50,000.

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.

**ADJOURNMENT TO THE NEXT REGULARLY SCHEDULED MEETING
TENTATIVELY ON MONDAY, AUGUST 19, 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**
Sundeep 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.