

Burbank Hospitality Association, Inc.
Meeting Agenda
September 23, 2019 3:00 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 August 19, 2019, meeting minutes.

Recommendation: Staff recommends approval.

G. Treasurer's Report

The Treasurer will present a financial report from August 1-31, 2019.

H. LaTerra SELECT BURBANK

ACTION ITEM

Staff from the proposed 777 Front Street Project will make a presentation to the Board and ask for a letter of support.

Recommendation: Review the proposed project plans and determine if the project meets the goals of the Board. If so, approve a letter of support on behalf of the organization.

I. Dragonfest Sponsorship Debrief

Staff will update the Board on the August 16-18, 2019, Dragonfest Martial Arts Expo, sponsored by the BHA for \$20,000.

Recommendation: Note and file.

J. Universal Studios Hollywood Preferred Hotel Partnership Program Update ACTION ITEM

Staff will discuss changes to the Universal Studios Hollywood Partner Hotel Agreement, including the amendment to extend the Agreement from January 2020 to July 2020, to compensate for the delay in launching the marketing campaign associated with the program and the removal of Early Park Admission.

Recommendation: Consider extending the amended Agreement from January 2020 to July 2020 and discuss removal of Early Park Admission.

K. 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.

L. Destination Development Project Update

Staff will update the Board on the status of the Destination Development project – Batman statue.

Recommendation: Note and file.

M. Board Meeting Schedule ACTION ITEM

The Board will consider potential meeting day and time changes to accommodate current Board member schedules.

Recommendation: Staff recommends the Board discuss potential meeting days and times and approve changes as needed to accommodate a majority of BHA members.

N. Board Approved Expenditures ACTION ITEM

The Board will consider transferring \$135,000 from the holding account to cover the following pre-approved expenses: consultant expenses of \$16,000, legal fees of \$8,000, sponsorship funding of \$38,000, marketing fees of \$42,000, and ongoing administrative expenses in the amount of \$31,000.

Recommendation: Staff recommends the Board approve a transfer of \$135,000.

O. Future Agenda Items

- ONE Burbank
- Marketing Update
- China Ready

Board Members may introduce new items to place on a future agenda but no discussion or action may be taken on the items.

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 Amaranano

Marketing Key Staff

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

Administrative Key Staff

Barbara Miller, Administration and Records
Teresa Mackey, Bookkeeping

ADJOURNMENT TO THE NEXT REGULARLY SCHEDULED MEETING TENTATIVELY ON MONDAY OCTOBER 21, 2019 AT 3:00 PM, LOCATION TO BE DETERMINED.

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.