

Burbank Hospitality Association, Inc.

Meeting Agenda

Thursday, April 16, 2015 - 3:00 p.m.
Residence Inn Downtown Burbank
321 South First Street, 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 T-BID. The public is only allowed to speak at this time.

D. APPROVAL OF MINUTES

ACTION ITEM

E. TREASURER'S REPORT

ACTION ITEM

F. Burbank Comedy Festival Sponsorship

ACTION ITEM

Flappers Comedy Club will present sponsorship opportunities for the 2015 festival.

G. Starlight Bowl 2015 Summer Concert Series Sponsorship

ACTION ITEM

Staff will present sponsorship opportunities for the summer concert series.

H. Trip Advisor Contract Renewal

ACTION ITEM

The Board will vote to renew the contract for the Visit Burbank Trip Advisor webpage.

I. Utopia Entertainment Phase I Update

Utopia Entertainment will present results for the Phase I Existing Events Evaluation.

J. Marketing Updates

Staff will present marketing updates from Strausberg Group.

K. Website Analytics

Staff will present updated website and social media analytics.

L. Ongoing Operational Issues
ITEM

ACTION

M. Future Agenda Items

Board Members may introduce new items for discussion but no action may take place except to place the item on a future agenda.

ADJOURNMENT TO THE NEXT MEETING OF THURSDAY, MAY 14, AT 3:00 P.M. IN THE CSB BUILDING CONFERENCE ROOM 104.

<u>Burbank Hospitality Association, Inc. Board Members</u>	<u>Key Staff</u>
Lucy Burghdorf, Bob Hope Airport Joy Forbes, City of Burbank Community Development Director Tony Garibian, Coast Anabelle and Safari Inn, Vice-Chair Rosa Gutierrez, Courtyard by Marriott, Secretary Chris Haven, Holiday Inn Burbank Media Center Danny Kahn, Warner Bros. Studios Richard Sandoval, Burbank Airport Marriott Michael Swaney, Residence Inn by Marriott, Treasurer Tom Whelan, Hotel Amarano, Chair	Ruth Davidson- Guerra, Asst. Community Development Director Mary Hamzoian, Economic Development Manager Susie Avetisyan, Economic Development Analyst

The BHA Board is comprised of nine members of whom five will be required for a quorum. Regular meetings are held monthly the second Thursday of the month unless that is a City holiday. In that case, the Board will meet the second or last Thursday. 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 City's website at www.burbankca.gov. 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.