

Burbank Hospitality Association, Inc. Meeting Agenda

Friday, June 26, 2015 - 8:30 a.m.
Burbank Bob Hope Airport, Skyroom
2627 N 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 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. New Member Initiation

ACTION ITEM

The Board will consider initiating the following new board members:

- James Fitzpatrick, Courtyard By Marriott--voting board member
- Justin Hess, City of Burbank--voting board member
- Ryan Thayer, Holiday Inn Burbank Media Center,--non-voting board member

G. Brand Image & Consumer Print Ad Concepts

ACTION ITEM

Strausberg Group and Picnic Design will present concepts regarding logo, tagline, and consumer ads.

H. Robin Faulk Marketing Contract Renewal

ACTION ITEM

The Board will consider renewing Robin Faulk Marketing's contract for a one-year term.

I. Website Analytics

Staff will present updated website and social media analytics.

J. Ongoing Operational Issues
ITEM

ACTION

K. 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, JULY 9, AT 3:00 P.M. IN THE CSB BUILDING CONFERENCE ROOM 101.

<u>Burbank Hospitality Association, Inc. Board Members</u>	<u>Key Staff</u>
Lucy Burghdorf, Bob Hope Airport Justin Hess, Assistant City Manager/Interim Community Development Director Tony Garibian, Coast Anabelle and Safari Inn, Vice-Chair Vacant, Secretary Danny Kahn, Warner Bros. Studios Richard Sandoval, Burbank Airport Marriott Bernadette Soriano, Springhill Suites 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.