

**Burbank Hospitality Association, Inc.**  
**Meeting Agenda**

Thursday, March 19, 2015 - 3:00 p.m.

Community Services Building

150 North Third Street, Room 104, 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**

- January 14, 2015
- February 18, 2015
- February 26, 2015

**E. TREASURER'S REPORT**

**ACTION ITEM**

- January 14-February 18, 2015
- February 19-March 19, 2015

**F. Special Olympics Promotional Item**

**ACTION ITEM**

Staff will present two options of promotional backpacks for the Special Olympics.

**G. Strausberg Group Contract**

**ACTION ITEM**

Staff will present an updated marketing and design scope of services.

**H. Marketing Sub-Committee Formation**

**ACTION ITEM**

Staff will discuss the formation of a sub-committee to streamline approvals related to creative and marketing deliverables.

**I. Utopia Entertainment**

**ACTION ITEM**

Staff will present a proposal from Utopia regarding a signature event.

**J. True Romance Fest Promotional Opportunity**

**ACTION ITEM**

Staff will discuss sweepstakes opportunities for the event.

**K. Dodgers Team Yearbook**

**ACTION ITEM**

Staff will present an opportunity to advertise in the Dodger's Annual Yearbook.

**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 WEDNESDAY, APRIL 8, AT 3:00 P.M. IN THE CSB BUILDING CONFERENCE ROOM 104.**

| <b><u>Burbank Hospitality Association, Inc. Board Members</u></b>   | <b><u>Key Staff</u></b>   |
|---|---|
| Lucy Burghdorf, Bob Hope Airport<br>Joy Forbes, City of Burbank Community Development Director<br>Tony Garibian, Coast Anabelle and Safari Inn, <b>Vice-Chair</b><br>Rosa Gutierrez, Courtyard by Marriott, <b>Secretary</b><br>Chris Haven, Holiday Inn Burbank Media Center<br>Danny Kahn, Warner Bros. Studios<br>Richard Sandoval, Burbank Airport Marriott<br>Michael Swaney, Residence Inn by Marriott, <b>Treasurer</b><br>Tom Whelan, Hotel Amarano, <b>Chair</b> | Ruth Davidson- Guerra, Asst. Community Development Director<br>Mary Hamzoian, Economic Development Manager<br>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 Wednesday of the month unless that is a City holiday. In that case, the Board will meet the second or last Wednesday. 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](http://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.