

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

**Monday, July 30, 2012**

**2:00-4:00 p.m.**

**Community Services Building**

**150 North Third Street, Room 101, Burbank, CA 91502**

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 City of Burbank at 818.238.5169 with questions or concerns.

## **ROLL CALL**

## **ANNOUNCEMENTS**

### **APPROVAL OF MINUTES**

June 20, 2012 meeting minutes.

### **ACTION ITEM**

### **TREASURER'S REPORT**

### **ACTION ITEM**

## **ORAL COMMUNICATIONS**

At this time, anyone from the public may address the Board on any matter related to the Tourism Business Improvement District. The public is only allowed to speak at this time.

## **AGENDA ITEMS**

- I. Cavalia Update**  
Staff will update the Board on Cavalia's new show, Odysseo.
- II. Ongoing Operational Issues** **ACTION ITEM**
- III. 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.
- IV. Discovery Findings/Message Strategy** **ACTION ITEM**  
Agency 51 will present the results of the Phase 1- Research, Brand Strategy and Creative Development. Action will be taken on brand message strategy progression.

**ADJOURNMENT TO THE NEXT MEETING OF MONDAY, AUGUST 20, AT 1:00 P.M.  
IN THE CSB BUILDING CONFERENCE ROOM 101.**

<b><u>Burbank Hospitality Association, Inc. Board Members</u></b>	<b><u>Key Staff</u></b>
Lucy Burghdorf, Bob Hope Airport Amitesh Damudar, Tangerine Motel Joy Forbes, City of Burbank Deputy City Manager Tony Garibian, Coast Anabelle and Safari Inn, <b>Vice-Chair</b> Rosa Gutierrez, Courtyard by Marriott, <b>Secretary</b> Danny Kahn, Warner Bros. Studios Reggie McDowell, Burbank Airport Marriott Michael Swaney, Residence Inn by Marriott, <b>Treasurer</b> Tom Whelan, Hotel Amarano, <b>Chair</b>	Ruth Davidson- Guerra, Asst. Community Development Director Mary Hamzoian, Community Development Department Susie Arzumanyan, Community Development Department

The BHA Board is comprised of nine members of whom five will be required for a quorum. Regular meetings are held monthly the third 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.