

Burbank Hospitality Association, Inc. Meeting Agenda

June 20, 2012
11:30 a.m. – 12:30 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 818.238.5173 with questions or concerns.

ROLL CALL

ANNOUNCEMENTS

APPROVAL OF MINUTES

May 9, 2012 meeting minutes.

ACTION ITEM

TREASURER'S REPORT

ORAL COMMUNICATIONS

At this time, any from the public may address the Board on any matter related to the T-BID. The public is only allowed to speak at this time.

AGENDA ITEMS

- I. **Board Appointment** ACTION
ITEM
The Board will consider appointing Rosa Gutierrez, General Manager of the Courtyard by Marriot, to the Board.
- II. **Cavalía Update**
Staff will update the Board on Cavalía's interest in returning to Burbank.
- III. **Fourth Annual Tourism Conference**
Board members will provide an update on the Orange County Tourism Council Tourism Conference.
- IV. **CTN Expo Sponsorship** ACTION
ITEM
The Board will discuss a potential sponsorship for the Creative Talent Network Expo.
- V. **Brand, Audit and Discovery Focus Group**
Staff will update the Board on the focus groups conducted by Agency 51.

VI. Ongoing Operational Issues

VII. 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 at this time.

ADJOURNMENT TO THE NEXT MEETING OF WEDNESDAY JULY 18, AT 11:30 A.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 Amitesh Damudar, Tangerine Motel Joy Forbes, City of Burbank Deputy City Manager Tony Garibian, Coast Anabelle and Safari Inn, Vice-Chair Danny Kahn, Warner Bros. Studios Reggie McDowell, Burbank Airport Marriott Michael Swaney, Residence Inn by Marriott, Treasurer Tom Whelan, Hotel Amarano, Chair	Ruth Davidson- Guerra, Asst. Community Development Director Mary Hamzoian, Community Development Department Grace Coronado, 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.