

Burbank Hospitality Association, Inc.

Meeting Agenda

Wednesday, May 14, 2014 - 3:00 p.m.

Community Services Building

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

The agenda packet consisting of the staff reports and all other documentation relating to agenda items are on file in the 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.

ROLL CALL

ANNOUNCEMENTS

PUBLIC COMMENTS

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.

APPROVAL OF MINUTES

ACTION ITEM

TREASURER'S REPORT

ACTION ITEM

AGENDA ITEMS

- I. Website and Marketing Updates**
Staff will present updates and analytical information acquired to date for the Visit Burbank website and Trip Advisor.
- II. Orange County Tourism Conference**
Staff will present information obtained from the sixth annual conference.
- III. Signature Event Discussion** **ACTION ITEM**
Staff will provide updated information on a signature event for discussion and further recommendation.
- IV. Starlight Bowl Sponsorship** **ACTION ITEM**
The Board will review available sponsorship opportunities for the summer concert series.

V. Marketing Consultant Contract Renewal **ACTION ITEM**
 The Board will consider renewal of an additional six-month contract for Robin Faulk Marketing.

VI. Board Term Renewals **ACTION ITEM**
 The Board will vote on reinstating Lucy Burghdorf and Danny Kahn.

VII. Ongoing Operational Issues **ACTION ITEM**

VIII. 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 SPECIAL MEETING OF MAY 21, 2014, AT 4:00 P.M., AT 322 NORTH PASS AVE., BURBANK, 91505.

THE NEXT REGULAR MEETING WILL TAKE PLACE WEDNESDAY, JUNE 11, 2014, AT 3:00 P.M. IN THE COMMUNITY SERVICES 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 Community Development Director Tony Garibian, Coast Anabelle and Safari Inn, Vice-Chair Rosa Gutierrez, Courtyard by Marriott, Secretary Danny Kahn, Warner Bros. Studios Richard Sandoval, Burbank Airport Marriott Michael Swaney, Residence Inn by Marriott, Treasurer Tom Whelan, Hotel Amaranos, Chair	Ruth Davidson- Guerra, Community Development Department Mary Hamzoian, Community Development Department Susie Avetisyan, Community Development Department Marissa Minor, 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 second Wednesday of the month unless that is a City holiday. In that case, the Board will meet the first or third Wednesday. The BHA Board's primary function is to conduct business for marketing and advertising Burbank as a first rate tourist and convention destination.