

Burbank Hospitality Association, Inc.

Meeting Agenda

Wednesday, November 12, 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 Analytics**
Staff will present updated website analytics to the website and social media pages.
- II. OktoBURfest Recap**
Staff will provide the Board with an update on the second annual OktoBURfest.
- III. Request for Proposal (RFP) Update**
Staff will provide the Board with a status update on the RFP process.
- IV. Promotional Items** **ACTION ITEM**
Staff will present options for promotional items to be distributed during trade shows, FAM tours, and concierge events.
- V. Ongoing Operational Issues** **ACTION**
ITEM

VI. 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.

THE NEXT REGULAR MEETING WILL TAKE PLACE WEDNESDAY, DECEMBER 10, 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 Joy Forbes, City of Burbank Community Development Director Tony Garibian, Coast Anabelle and Safari Inn, Vice-Chair Rosa Gutierrez, Courtyard by Marriott, Secretary Chris Haven, Holiday Inn Burbank Media Center Danny Kahn, Warner Bros. Studios Richard Sandoval, Burbank Airport Marriott Michael Swaney, Residence Inn by Marriott, Treasurer Tom Whelan, Hotel Amarano, 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.