

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

**Wednesday, April 10, 2013**

**3:00 - 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**

### **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.

### **APPROVAL OF MINUTES**

March 13, 2013 meeting minutes.

### **ACTION ITEM**

### **TREASURER'S REPORT**

### **ACTION ITEM**

## **AGENDA ITEMS**

- I. Tourism Branding**  
Staff will present developments to the marketing strategy, visitor & dining guide, and tourism website.
- II. The Burbank International Film Festival**  
Staff will present demographics information.
- III. Ongoing Operational Issues**
- IV. 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 REGULAR MEETING OF WEDNESDAY, MAY 8, 2013, AT 3:00 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 Community Development Director 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 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 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.