

# **Burbank Hospitality Association, Inc.**

## **Meeting Agenda**

**Wednesday, October 8, 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](http://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. Board Renewals** **ACTION ITEM**  
The Board will vote to reinstate Tom Whelan, Tony Garibian, Rosa Gutierrez, and Michael Swaney.
  
- II. Marketing Plan 2015** **ACTION ITEM**  
Staff will present a marketing plan complete with trade shows and advertising for 2015.
  
- III. Request For Proposal** **ACTION ITEM**  
The Board will discuss the RFP for Phase II of the marketing and advertising strategy.
  
- IV. YMCA Turkey Trot**  
At the request of the Board Chair, the Board will re-consider the sponsorship awarded to the YMCA.

**V. Ongoing Operational Issues**  
**ITEM**

**ACTION**

**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, NOVEMBER 12, 2014, AT 3:00 P.M. IN THE COMMUNITY SERVICES 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> Chris Haven, Holiday Inn Burbank Media Center Danny Kahn, Warner Bros. Studios Richard Sandoval, Burbank Airport Marriott Michael Swaney, Residence Inn by Marriott, <b>Treasurer</b> Tom Whelan, Hotel Amarano, <b>Chair</b>	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.