

Burbank Hospitality Association (BHA)

Board Member Responsibilities

BHA Board Members have fiduciary duties of care and loyalty to the organization and the assessed businesses it represents.

- **Care:** To act in good faith and ensure oversight and accountability.
- **Loyalty:** To advance the best interests of BHA and avoid conflicts of interest

BHA Mission and Goals

The Burbank Hospitality Association, doing business as Visit Burbank, is the official destination marketing organization for the City of Burbank, California. Visit Burbank's mission is to promote Burbank, for tourism and to improve the tourism business environment through the development and operation of a tourism improvement district and other programs and initiatives.

The goal of the Burbank Hospitality Association is to utilize funds to increase room occupancy among assessed hotels and promote Burbank as a premier business and leisure destination.

BHA Board Member Responsibilities:

- ✓ Demonstrate commitment to BHA's mission and goals;
- ✓ Review board meeting agendas and draft minutes;
- ✓ Review organizational financial statements and staff reports;
- ✓ Attend all meetings;
- ✓ Review and set BHA policy;
- ✓ Keep informed of, and participate in, BHA's activities; and
- ✓ Be an ambassador for Visit Burbank.

Visit **BURBANK**