

Burbank Tourism Business Improvement District

Application for appointment to the Burbank Hospitality Association

Mr./Ms./Mrs.

Name: _____
(Last) (First) (Middle)

Business Name: _____

Address: _____ Phone: _____
_____ Fax: _____

Email Address: _____

Title: _____

Specify the representation your establishment belongs to:

☐ Lodging ☐ City of Burbank representative ☐ At-Large/Vested Tourism Interest

Specify current or prior service on a City or Community Board, Commission, or Committee: _____

List your involvement or desired involvement in community activities:

What are your goals in serving on this Board? _____

Describe any qualifications, experience, technical or professional background you may have relative to the duties of this position: _____

I hereby certify that the information contained in this application and any accompanying documents is true and correct to the best of my knowledge.

Signature of Applicant

Date

- ❖ If you are interested in serving on the Board, please submit your application to Odette Zakarian via email at ozakarian@burbankca.gov

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**