

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

**Thursday, November 12, 2015 - 3:00 P.M.
2500 N Hollywood Way
Burbank, CA 91505**

A. ROLL CALL

B. ANNOUNCEMENTS

C. PUBLIC COMMENT

At this time, any person may address the Board on any matter related to the T-BID. The public is only allowed to speak at this time.

D. APPROVAL OF MINUTES

ACTION ITEM

E. TREASURER'S REPORT

ACTION ITEM

F. Universal Studios Partnership Opportunities

Representatives from Universal Studios will present opportunities for Partnering with the board in advance of the new Wizarding World of Harry Potter attraction.

G. Burbank International Film Festival Wrap-Up

BIFF Staff will present a wrap-up of the 2015 Festival to the Board. This presentation will also include next steps and recommendations from Utopia.

H. Branding and Marketing Update

Staff will update the Board on the Strausberg Groups recent work on video, ads, and Social Media.

I. Collaboration with Burbank Airport

ACTION ITEM

Staff will present partnership opportunities to increase airline services.

J. Website Analytics and Occupancy

Staff will present updated website, tourism statistics, and social media analytics.

K. Ongoing Operational Issues

ACTION ITEM

Staff is requesting to transfer \$75,000 to pay for upcoming invoices.

L. 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 MEETING OF THURSDAY, DECEMBER 10, 2015,
AT 3:00 P.M., LOCATION YET TO BE DETERMINED.**

<u>Burbank Hospitality Association, Inc. Board Members</u>	<u>Key Staff</u>
Lucy Burghdorf, Bob Hope Airport James Fitzpatrick, Courtyard by Marriott, Secretary Tony Garibian, Coast Anabelle and Safari Inn, Vice-Chair Justin Hess, Assistant City Manager/Interim Community Development Director Danny Kahn, Warner Bros. Studio Tours Hollywood Richard Sandoval, Burbank Airport Marriott Bernadette Soriano, Springhill Suites Michael Swaney, Residence Inn by Marriott, Treasurer Ryan Thayer, Holiday Inn Burbank Media Center Tom Whelan, Hotel Amarano, Chair	Ruth Davidson- Guerra, Asst. Community Development Director Mary Hamzoian, Economic Development Manager Susie Avetisyan, Economic Development Analyst Marissa Minor, Economic Development Analyst

The BHA Board is comprised of nine members of whom five will be required for a quorum. Regular meetings are held monthly the second Thursday of the month unless that is a City holiday. In that case, the Board will meet the second or last Thursday. The BHA Board's primary function is to conduct business for marketing and advertising Burbank as a first rate tourist and convention destination.

The agenda packet consists of documentation relating to agenda items on file at 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.