

Burbank Hospitality Association, Inc. Special Meeting Agenda

Wednesday, January 16, 2013

2:30-4:00 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

APPROVAL OF MINUTES

December 5, 2012 meeting minutes.

ACTION ITEM

TREASURER'S REPORT

ACTION ITEM

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.

AGENDA ITEMS

- I. **Board Member Re-Instating** ACTION ITEM
The Board will vote to re-instate Reggie McDowell.

- II. **Cavalia** ACTION ITEM
The Board will consider a sponsorship for the new Odysseo show.

- III. **Logo and Slogan Trademarking**
Staff will present finding and cost on the trademarking process.

- IV. **Annual Report**
Overview of the annual report to present to City Council.

- V. **Agency 51 Presentation**
Agency 51 will present progress on the website development, marketing plan, ad campaign, and other deliverables.

- VI. **Ongoing Operational Issues**

VII. 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, FEBRUARY 13, 2013, AT 3:00 P.M. IN THE CSB BUILDING CONFERENCE ROOM 101.

<u>Burbank Hospitality Association, Inc. Board Members</u>	<u>Key Staff</u>
Lucy Burghdorf, Bob Hope Airport Amitesh Damudar, Tangerine Motel Joy Forbes, City of Burbank Deputy City Manager Tony Garibian, Coast Anabelle and Safari Inn, Vice-Chair Rosa Gutierrez, Courtyard by Marriott, Secretary Danny Kahn, Warner Bros. Studios Reggie McDowell, Burbank Airport Marriott Michael Swaney, Residence Inn by Marriott, Treasurer Tom Whelan, Hotel Amarano, Chair	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.