

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

**April 18, 2012  
11:00 a.m. – 12:00 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 818.238.5173 with questions or concerns.

## **ROLL CALL**

## **ANNOUNCEMENTS**

### **APPROVAL OF MINUTES**

March 21, 2012 meeting minutes.

### **ACTION ITEM**

## **ORAL COMMUNICATIONS**

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

## **AGENDA ITEMS**

### **I. Adoption of By-Laws**

### **ACTION ITEM**

### **II. Marketing and Design Consultant (Agency 51) Presentation**

Agency 51 staff will provide the Board with an update regarding the next steps for the Marketing and Design Strategy.

### **III. Marketing and Design Consultant Contract**

### **ACTION**

### **ITEM**

The Board will consider approving the contract between the BHA and Agency 51.

### **IV. TOT and T-BID Analysis**

Staff will provide an analysis of the TOT collection for Fiscal Year 2010-2011 and Fiscal Year 2011-2012 YTD.

### **V. Ongoing Operational Issues**

### **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 at this time.

**ADJOURNMENT TO THE NEXT MEETING OF WEDNESDAY MAY 16, AT 11:00 A.M.  
IN THE CSB 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<br>Amitesh Damudar, Tangerine Motel<br>Joy Forbes, City of Burbank Deputy City Manager<br>Tony Garibian, Coast Anabelle and Safari Inn, <b>Vice-Chair</b><br>Khaled Kaawar, Courtyard by Marriott, <b>Secretary</b><br>Danny Kahn, Warner Bros. Studios<br>Reggie McDowell, Burbank Airport Marriott<br>Michael Swaney, Residence Inn by Marriott, <b>Treasurer</b><br>Tom Whelan, Hotel Amarano, <b>Chair</b> | Ruth Davidson- Guerra,<br>Asst. Community<br>Development Director<br>Mary Hamzoian,<br>Community Development<br>Department<br>Grace Coronado,<br>Community Development<br>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.