

# Burbank Hospitality Association, Inc.

## Meeting Agenda

Wednesday, October 9, 2013

3:00 p.m.

Community Services Building

150 North Third Street, Room 101, Burbank, CA 91502

The agenda packet consisting of the staff reports and all other documentation relating to agenda items are on file in the 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](http://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.

### ROLL CALL

### ANNOUNCEMENTS

### PUBLIC COMMENTS

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.

### APPROVAL OF MINUTES

September 11, 2013 meeting minutes.

### ACTION ITEM

### TREASURER'S REPORT

### ACTION ITEM

### AGENDA ITEMS

- I. **Agency 51 Updates** ACTION ITEM  
Staff will present complete statistics for the Travelzoo campaign, updates to the visitor map and analytics acquired to date for the website.
- II. **YMCA Turkey Trot Sponsorship** ACTION ITEM  
The Board will consider a sponsorship for the 2013 YMCA Turkey Trot.
- III. **Board Member Renewals** ACTION ITEM  
The Board will vote on reinstating Tom Whelan, Tony Garibian, Rosa Gutierrez, and Michael Swaney.
- IV. **Phase II Marketing**  
Staff will present marketing consultant proposals for Board discussion.
- 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.

**ADJOURNMENT TO THE NEXT REGULAR MEETING OF WEDNESDAY, NOVEMBER 13, 2013, AT 3:00 P.M. IN THE COMMUNITY SERVICES 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 Amitesh Damudar, Tangerine Motel Joy Forbes, City of Burbank Community Development Director Tony Garibian, Coast Anabelle and Safari Inn, <b>Vice-Chair</b> Rosa Gutierrez, Courtyard by Marriott, <b>Secretary</b> Danny Kahn, Warner Bros. Studios Richard Sandoval, Burbank Airport Marriott Michael Swaney, Residence Inn by Marriott, <b>Treasurer</b> Tom Whelan, Hotel Amarano, <b>Chair</b>	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.