



Weekly Management Report

February 21, 2020

1. Synopsis

Burbank Hospitality Association Meeting on
January 22, 2020.
Community Development Department



memorandum

DATE: February 14, 2020

TO: Justin Hess, City Manager

FROM: Patrick Prescott, Community Development Director 
Via: Simone McFarland, Assistant Community Development Director-
Housing and Economic Development 

**SUBJECT: BURBANK HOSPITALITY ASSOCIATION (BHA) MEETING SYNOPSIS
– JANUARY 22, 2020**

- Strausberg Group provided a marketing update from July to December 2019. The update included the website launch, digital advertising, social media campaign statistics, and ADARA Impact reporting. Social media followers have increased slightly from the previous six months, noting the total followers: Facebook – 31,300 (+3%), Twitter – 2,626 (+7%), and Instagram – 4,845 (+10%).
- The Board approved transitioning all Board Members to a two-year, July-to-June term rotation to align with the July to June fiscal year and the Bylaws which require appointment of officers and board members at the annual meeting in July.
- The Board appointed Eric Ducat from Residence Inn and Louis Vasquez Holiday Inn to serve on the Board as voting members filling the two currently vacant positions. Jeff Simons from Ramada by Wyndham Burbank Airport was appointed to serve as a non-voting member.
- The Board approved Marketing Consultant, Robin Faulk, to attend the ITB Berlin 2020 travel trade convention on March 4-8, 2020.

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