

Buena Park Hotel Marketing Association

Board of Directors Meeting
Monday, November 18, 2024
11:00am @ Knott's Hotel

Subject to the discretion of the Chair, the order of business within the meeting may be out of sequence. Please RSVP to Sara Copping at (714) 562-3560 or scopping@buenapark.com if you are planning on attending.

1. Call to Order - Chairman
2. Approval of Minutes – Chairman
3. Public Comment & City Update
Unite Here-Local 11 update, Movieland property update, TMD Insurance renewed and taxes filed, new restaurants and closures, voting results and new sales tax measure R
4. Public Relations/Media Updates – Karina Diez, Marketing Specialist
Media Visits & Broadcast Opportunities, Blogs, Past/Upcoming Events, Boysenberry Festival Citywide Idea, TravPro MX Promotion, 2025 Taste of Buena Park Winners, SoCAL theme park partnership
5. Executive Director Report – Sara Copping
Adara Ads, Expedia Ads, Clicktripz Ads, 2025 Visit California Ad, Military Ads, Netflix and Disney+ Ads, Christmas Creative, Travel Trade FAM recap, VCA Club Japan event, 2025 Travel Guide, World Cup Advertising
6. Karmel Shuttle & Tours Presentation – Belina Trani
7. Review and approve 2025 Annual Report & Budget– Sara Copping
8. Budget Review YTD & Year End – Chairman
9. Public comment on matters not on the agenda
10. Set Meeting Schedule – Chairman
11. Agenda Items for Future Meetings – Board Members
12. Adjourn

NOTICE TO PUBLIC: *Government Code 54950* (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. Action may not be taken on items not posted on the agenda. Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Sara Copping at (714) 562-3560 at least 48 hours prior to the meeting.

You are welcomed and encouraged to participate in this meeting. Public comment is taken (3 minutes maximum per person) on items listed on the agenda when they are called. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the Board of Directors. The Agenda provides a general description and staff recommendations; however, the Board of Directors may take action other than what is recommended.