

# Buena Park Hotel Marketing Association

Board of Directors Meeting

Tuesday, March 5, 2024

11:00am @ Knott's Hotel

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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](mailto:scopping@buenapark.com) if you are planning on attending.

1. Call to Order - Chairman
2. Approval of Minutes – Chairman
3. Public Comment & City Update  
DECA volunteer announcement
4. Public Relations/Media Updates – Karina Diez, Marketing Specialist  
*Press Coverage, Media Visits, Blogs, Past and Upcoming Events, Taste of Buena Park Wrap-Up, 2024 travel Guide & Pop Up, Merchandise for VIP clients*
5. Executive Director Report – Sara Copping  
*DCI Digital Report, TravPro Webinars & B2B, International Collateral & Club California Events, Expedia Results, 2024 Sales & Media Kit, Print Ads, IPW Update, Annual Report Filed by City, Hotel Rack Card Displays*
6. Expedia Hotel Best Practices & Tips to Improve Search Results - Expedia Lodging Experts via ZOOM @ 11:30am
7. Budget & Marketing Planning Discussion - Open to all Board
8. Discuss Finance/Budget Review YTD & Year end – Treasurer, Javier Solis
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.