

Buena Park Hotel Marketing Association

Annual Board of Directors Meeting

Friday, August 27, 2021

11:30 AM – 1:30 PM @ Knott's Hotel Buena Park

The agenda is attached for your reference. Subject to the discretion of the Chair, the order of business within the meeting may be hard out of sequence. Please RSVP to Sara Copping at (714) 562-3560 or scopping@buenapark.com if you are planning on attending, so we can ensure the pertinent meeting materials reach you.

1. Call to Order - Chairman
2. Approval of Minutes – Chairman
3. Public Comment/City Updates
City Update by New Director of Community Development - Matt Foulkes
4. Pending Lawsuit – Sara Copping
5. Qualitative Research Results & Creative Direction – Paul Whitbeck
6. Discussion and Direction on BPHMA landing page – Sara Copping
7. Executive Director Report – Sara Copping
Programs: Staff changes, Progress of 2022 Travel Guide, Orange County Expedia Coop launched, Promotional Hotel Video's, Halloween Campaign direction, digital and PR report
8. Update on FY2021-2022 TMD Budget & Marketing Plan – Sara Copping
9. Present and discuss Finance/Budget Review YTD – Treasurer, Javier Solis
10. Public comment on matters not on the agenda
11. Set Meeting Schedule – Chairman
12. Agenda Items for Future Meetings – Board Members
13. 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.