

HUMBOLDT LODGING ALLIANCE

Executive Committee Meeting
Wednesday, December 5, 2012
9 am to 11 am
The Adorni Center, Eureka CA

AGENDA

1. Call to Order
2. December Meeting Agenda
Recommendation: Approve the following agenda for this meeting
3. November Meeting Minutes
Recommendation: Approve and/or comment on the minutes of the last meeting
4. Future of the HLA
Recommendation: Conduct a general discussion on the direction of the HLA and its board of directors. Develop priorities and direction for staff.
5. Old Business
Recommendation: No items of Old Business were requested for this agenda.
6. Committee Reports
Recommendation: Receive report from Tribal Outreach Committee
7. Staff Reports
Recommendation: Receive staff report on HCTBID revenues
Receive staff report on Marketing Plan updates
8. Public Comment Period
Members of the public are invited to speak on issues not included in the meeting agenda. The committee may not take action on non-agenda items. (Speaking time limit of 3 minutes)
9. Reimbursement payment to HCCVB
Recommendation: Approve payment of \$32,837 to the Humboldt County Convention & Visitors Bureau for reimbursement of costs incurred in forming the HCTBID and the HLA.
10. Marketing plan
Recommendation: Consider partial approval of the Consolidated Marketing Plan to allow HCCVB to proceed with marketing research, Event Coordinator hire and Sales Manager hire. Give approval or make a recommendation to the HLA board.
11. Adjournment
The meeting is scheduled to adjourn at 1:30 pm.