

# AGENDA

## Humboldt Lodging Alliance Executive Committee Monthly Meeting

Location: Adorni Center, Eureka CA  
Date: Wednesday, February 13, 2013  
Time: 9:00 am to 11:00 am

Members of the public are welcome to attend and address the HLA Executive Committee on any business item on this agenda. Non-agenda items may be addressed during the public comment period, and speakers are limited to three minutes.

### I. CALL TO ORDER

### II. ROLL CALL

- \_\_\_ Gary Stone, Board Chair
- \_\_\_ Chris Ambrosini, Vice Chair
- \_\_\_ Lowell Daniels, Chair Elect
- \_\_\_ Jeff Durham, Secretary/Treasurer
- \_\_\_ Donna Hufford, Director
- \_\_\_ John Porter, Director
- \_\_\_ Marc Rowley, Director
- \_\_\_ Mike Caldwell, Director

### III. JANUARY MEETING MINUTES

Recommendation: Approve/comment on last month's minutes

### IV. AGENDA APPROVAL

Approve/modify the following agenda for February 2013

### V. OLD BUSINESS

1. Unregistered lodging businesses
2. Blue Lake Casino Hotel proposal & response
- 3.

### VI. ACTION ITEMS

These items are for discussion and possible action by the Executive Committee

#### **1. Planning for next HLA Board Meeting**—date, location and agenda.

Recommendation: Set a time and place for the next board meeting. Give staff input on next board agenda.

**2. Proposal for Marketing Services\***

We have received just one official response to our Request for Proposals (from Catalyst Marketing), but it is a fully qualified and responsive proposal that is under budget for this project.

Recommendation: Approve the Catalyst Marketing proposal (in addition to HCCVB board approval) and set them to work on the project.

**3. Review of January Financial Statement.\***

Recommendation: Receive report on January finances, and direct staff accordingly.

**4. Humboldt Bay Tourism Center**

Recommendation: Receive presentation by Jon o'Connor and consider HLA funding support of the Humboldt Bay Tourism Center

VII. PUBLIC COMMENT PERIOD

VIII. ADJOURNMENT OF MEETING