

Humboldt Lodging Alliance

Meeting of the Executive Committee

WEDNESDAY APRIL 7, 2021 10AM

ZOOM Meeting

Members of the public may address the HLA Executive Committee on any agenda item. Non-Agenda items may be addressed during the public comment period. Speakers are limited to 3 minutes.

AGENDA

I. CALL TO ORDER

II. AGENDA APPROVAL: Approve/modify the agenda for April 7, 2021.

III. ACTION/DISCUSSION ITEMS

1) March Meeting Minutes: Recommended action. Examine and approve/modify the minutes from the March 3, 2021 meeting.

2) Financials: Recommended action. Examine and approve of March financials.

3) Film Commission Presentation. The Humboldt-Del Norte Film Commission will give a presentation.

4) Standing Tall Updates: Chuck will present the Fortuna package and analytics on the Standing Tall campaign provided by Misfit.

5) LAT 40 Collective Marketing Contract: Chuck will present the updated contract from LAT 40 Collective.

6) Redwood Sky Walk. Gary will provide an update on the Redwood Sky Walk.

IV. DIRECTOR REPORTS

V. PUBLIC COMMENT PERIOD

ADJOURNMENT