

# HUMBOLDT LODGING ALLIANCE

MEETING OF THE BOARD OF DIRECTORS  
TUESDAY, JULY 23, 2013, 2-4 PM  
RED LION HOTEL, 1929 FOURTH ST., EUREKA, CALIFORNIA

## Agenda

1. **Welcome and Introductions**
2. **March, 2013 Board Minutes** (enclosed). Requested Action: Approve the March 2013 Board Minutes as-is or amended.
3. **Old Business**
4. **Public Comment**  
Members of the public may address the board on topics not included in the agenda
5. **2013 HLA Board Election**—Report from staff on board election process and results
6. **2013 Board Officers**—Presentation of proposed slate of officers to form the Executive Committee. Requested Action: Approve the proposed slate of HLA officers:

Chair	Chris Ambrosini	At-large	Mike Caldwell
Vice Chair	Marc Rowley	At-large	Gary Stone
Chair Elect	Lowell Daniels	At-large	John Porter
Secretary-Treasurer	Donna Hufford	At-large	Raul Ainardi
7. **Humboldt County Grand Jury Report**—Staff report on Grand Jury Report and official response directed by the Executive Committee (enclosed)
8. **Proposal for “Virtual Agency” Marketing Services.** Discussion to include:
  - a. The presentation from Catalyst Marketing
  - b. The actual costs involved with Catalyst
  - c. Direct billing of HLA and HCCVB’s role
  - d. Proposal received from the virtual team (enclosed)
  - e. Creative ideas from the virtual team

Requested action: Approve issuing of purchase orders to work with the creative team. Approve total budget of \$300,000 for the fall advertising campaign.
9. **Film Commission Funding Agreement.** Report on Executive Committee’s approval of funding request from RREEL, Inc. (the Humboldt-Del Norte Film Commission). Application enclosed.
10. **Community Funding Activity.** Report on applications received and funded.