

AGENDA

HLA Executive Committee

Location: **Red Lion Hotel**
1929 Fourth Street
Eureka, CA

Time: **Wednesday, May 10, 2017**
12:00 noon to 2:00 pm

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 three minutes.

- I. CALL TO ORDER & ROLL CALL
- II. MEETING MINUTES* Approve/comment on minutes of April meeting.
- III. AGENDA APPROVAL Approve/modify the following agenda
- IV. ACTION ITEMS
 1. **Humboldt Steelhead Days Update**
Dave Feral of Mad River Alliance will provide the committee with a report on results achieved with HLA funding of the 2017 Humboldt Steelhead Days. Recommended action: Receive report and ask questions.
 2. **HCTBID Renewal Report**
Staff will give an update on progress of renewing the Humboldt County Tourism Business Improvement District. Recommended Action: Receive report and provide direction.
 3. **Updating HCTBID Agreements***
Two operational agreements, the Agreement for Services with the County of Humboldt and the Administrative Agreement with the Eureka-Humboldt Visitors Bureau, will expire on June 30 and need to be renewed. Recommended action: review agreements, discuss changes, and direct staff.
 4. **Preliminary Planning for 2017-18**
New funding allocations in the Management District Plan call for new budgeting priorities. How will HLA allocate to marketing campaigns, opportunity marketing, etc.? Staff will provide preliminary budget estimates. This is also the logical time to make changes, if any, to the HLA bylaws. Recommended action: Discuss and develop plans for board approval.
 5. **HLA 2017 Board Elections***
Committee members are invited to submit nominations for various board seats and to approve a letter to HLA assessed businesses to be mailed after May 16 Final Hearing.
 6. **Review April Financial Statement***
Recommended action: Receive report on April finances including Community Tourism fund activities, and direct staff accordingly.
 7. **Ongoing Projects & Old Business**
 - a. Humboldt Adventure Guides
 - b. Concierge Training
 - c. Misfit Status Report*
- V. DIRECTOR ANNOUNCEMENTS
- VI. PUBLIC COMMENT PERIOD
- VII. MEETING ADJOURNS