

AGENDA

HLA Executive Committee

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

Time: **Wednesday, November 9, 2016**
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 October meeting.
- III. AGENDA APPROVAL Approve/modify the following agenda
- IV. ACTION ITEMS
 1. **2017 Marketing Campaign**
Representatives from the Misfit Agency will respond to the campaign feedback from the HLA Board of Directors. Recommended action: receive presentation, provide direction and work toward approving plan and budget for the 2017 marketing campaign.
 2. **2016 Campaign Recap Meeting***
A separate meeting to review the 2016 Marketing Campaign has been proposed for January, 2017. Recommended action: Discuss proposed meeting, date and venue. Provide direction to agency and staff.
 3. **TBID Renewal***
The draft Management District Plan for the renewal of the Humboldt County Tourism Business Improvement District has been received from Civitas, Inc. Recommended action: Discuss the MDP as received, comment and provide direction for Civitas.
 4. **Review October Financial Statement***
Recommended action: Receive report on October finances including Community Tourism fund activities, and direct staff accordingly.
 5. **Ongoing Projects & Old Business**
- V. DIRECTOR ANNOUNCEMENTS
- VI. PUBLIC COMMENT PERIOD
- VII. MEETING ADJOURNS