

HUMBOLDT LODGING ALLIANCE

MEETING OF THE BOARD OF DIRECTORS
TUESDAY, APRIL 24, 2018, 12:00 noon to 2:00 pm
THE RED LION HOTEL, 1929 FOURTH STREET, EUREKA

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

Agenda

1. Welcome and Introductions

2. Agenda Approval. Approve/modify the following agenda for April 24, 2018

3. January 2018 Board Minutes *Requested Action: Approve the January 2018 Board minutes.

4. Vacant Board Seat

Diane Cutshall has resigned her board seat, and Zach Winger, also of Hotel Arcata, has been nominated by Arcata board members Shailesh Patel and Lisa Cosoletto to fill this seat until the 2019 board election. Requested action: consider other nominations, if any, and appoint a replacement board member for Diane Cutshall.

5. Humboldt/Del Norte Film Commission

Requested action: receive the annual report from the film commissioner on activities and results; consider funding request for the 2018/2019 fiscal year and direct staff accordingly.

6. Pacific Outfitters Booking Program

Requested action: receive presentation from Aaron Ostrom about a program for lodging operators to easily bundle guided tours and other outdoor experiences with overnight stays, while increasing revenues. Discuss and direct staff.

7. Misfit Campaign Report

Requested action: Receive update from the Misfit Agency, discuss and provide direction.

8. Report to the Board of Executive Committee actions. Requested action: receive report, ask questions and provide direction as appropriate.

- Renewed support of 101 Things Guest Services Directory with countywide visitor information
- Approval of \$500,000 grant to Sequoia Park & Zoo
- Approval for new website to be created by the Misfit Agency
- Activity of the staffing subcommittee--job description
- Changed Executive Committee meeting schedule to first Wednesday

9. Cannabis Tourism Research

Requested action: receive research report from Eureka-Humboldt Visitors Bureau/Tony Smithers.

10. 2018 Board Election

Requested action: receive report on schedule and process; discuss and direct staff.

11. Financial Statement*. Receive report on HLA March 31 financial statement and Community Funding/Opportunity Marketing Funds. Requested action: Approve reports.

12. Director Reports. All HLA directors are encouraged to report on relevant activities.

13. Public Comment. Members of the public may address the board on topics not included in the agenda

14. Adjourn