

AGENDA

HLA Executive Committee

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

Time: **Wednesday, September 13, 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 August meeting.
- III. AGENDA APPROVAL Approve/modify the following agenda
- IV. ACTION ITEMS
 1. **Misfit Report*** (1 ½ hours)
Misfit will present their preliminary recommendations for the 2018 marketing campaign, including suggested advertising strategy and spend, and suggested social media program. Recommended action: Receive presentation, discuss, and provide direction.
 2. **HLA Board Planning Retreat October 19-20**
We have received a proposal from John Poiriroo for facilitating the board planning retreat, as well as suggested services and costs from the Victorian Inn: Recommended action: Approve or modify proposals, continue with retreat planning (budget, board communication, agenda, etc); direct staff accordingly.
 3. **Review August Financial Statement***
Recommended action: Receive report on August finances (draft statement attached) including Community Tourism fund activities, and direct staff accordingly.
 4. **Ongoing Projects & Old Business**
5. DIRECTOR ANNOUNCEMENTS
6. PUBLIC COMMENT PERIOD
7. MEETING ADJOURNS