

# AGENDA

## Humboldt Lodging Alliance Executive Committee Monthly Meeting

Location: Adorni Center, Eureka CA  
Date: Wednesday, May 8, 2013  
Time: 2:00 pm to 4:00 pm

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

### I. CALL TO ORDER

### II. ROLL CALL

- \_\_\_ Gary Stone, Board Chair
- \_\_\_ Chris Ambrosini, Chair Elect
- \_\_\_ Lowell Daniels, Vice Chair
- \_\_\_ Jeff Durham, Secretary/Treasurer
- \_\_\_ Donna Hufford, Director
- \_\_\_ John Porter, Director
- \_\_\_ Marc Rowley, Director
- \_\_\_ Mike Caldwell, Director

### III. APRIL MEETING MINUTES

Recommendation: Approve/comment on last month's minutes

### IV. AGENDA APPROVAL

Approve/modify the following agenda for May 2013

### V. OLD BUSINESS

1. Update on Catalyst survey and marketing research.

### VI. ACTION ITEMS

These items are for discussion and possible action by the Executive Committee

#### **1. Review of Financial Statements\***

Recommendation: Receive report on April finances, and direct staff accordingly.

Note: Trinidad has made payment for 2nd quarter ending Dec. 31, meaning all HLA payments for that quarter have been made.

**2. Community Funding Program\***

Recommendation: Discuss request from the HLA Arcata community committee for \$7,756.74 for additional staffing at the Arcata visitor center.

**3. HCCVB Payment**

Recommendation: Approve payment due to CVB (estimated at \$9968.14) for administrative purposes.

VII. PUBLIC COMMENT PERIOD

VIII. ADJOURNMENT OF MEETING