**Humboldt Lodging Alliance**

Meeting of the Executive Committee

**WEDNESDAY JANUARY 5, 2002 /10:00AM**

**ZOOM**

 **MINUTES**

 **Attendance:**

Marc, Chuck, Richard, Lowell, Chris, Gary Shailesh, Nil, Jeff, Don Banducci, Gretchen Zigler, Kirk Cohune, Leigh Oetker, Jim Spickler,

1. **ACTION ITEMS**
2. AGENDA APPROVAL**:**  Unanimous Approval of January 5, 2022 meeting agenda. Lowell/John
3. MEETING MINUTES ***.*** Unanimous Approval of the December , 2021 meeting minutes. Mike/Lowell.
4. FINANCIALS: Unanimous approval of November 2021 financials. John/Lowell
5. The Annual Board meeting has been scheduled for Thursday January 20th, 2022
6. **DISCUSSION ITEMS**
7. A presentation was given by a group regarding funding for the Coast Redwood Interpretive Center at the Eureka Zoo. The group presenting included, Don Banducci, Gretchen Ziegler (former Zoo Director) Leigh Oetker (Executive Director of the Zoo Foundation) Kirk Cohune, (CEO-Greenway Partners), and Jim Spickler (current Zoo Director). The group is exploring whether HLA would invest $150,000 in pre-construction funds to help get the project closer to construction. The group expressed that fund raising is underway. Gary asked if any of the profits from the Redwood Sky Walk attraction could be used. The Zoo group responded that they hope so. In a straw poll, The HLA executive committee agreed that any funds provided from HLA would go toward construction.
8. Marketing Committee update. Richard is now managing the Humboldt Area Guide project. Information for each brochure is available for each HLA region to examine and provide edits and additions ending at the end of December.
9. ADJOURNMENT: 11:45 AM.