

# **Humboldt Lodging Alliance**

Meeting of the Executive Committee

**TUESDAY, JULY 13, 2021 / 10AM**

**ZOOM Meeting**

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 3 minutes.

Present: Chris, John, Chuck, Nil, Lowell, Marc, Jeff, Gary, Matt and Mike

## **MINUTES**

**I. CALL TO ORDER:** Chris called the meeting to order at 10:13

**II. AGENDA APPROVAL.** Approve/modify the following agenda for July 13, 2021 (Lowell/Jeff)

### **III. ACTION ITEMS**

**A. JUNE Meeting Minutes.** Recommended action: Approve the meeting minutes from Wednesday, June, 16. (Lowell/Jeff)

**B. FINANCIAL Statement.** Recommended action. Examine and approve of financials from MAY/2021 thru JUNE/2021. (John/Jeff)

### **IV. DISCUSSION ITEMS**

#### **A. ADVERTISING.**

Matt from Misfit was on hand to present a Powerpoint presentation of results from the recent Standing Tall media ad campaign which ran from 4/4 to 6/16 of 2021 for a budget of \$67,000. Ad packages included Redwoods, Ferndale and Beaches. John asked how quickly packages can be up and running after they are produced when HLA picks up the campaign again. Matt said no more than a week (and probably less time) is needed by Misfit. It was requested that the topic of when to begin advertising again should be added to the agenda for the next meeting.

**B. ELECTIONS.** It is time for the Board of Directors elections of four officers and five at-large officers. Lisa Melvin is no longer at the Best Western in Arcata and her seat needs to be filled for the balance of her term. A date for the board meeting will be determined and a letter will be sent to all Board members.

#### **C. HUMBOLDT COUNTY Delinquent Funds**

Chris stated there had been an update from Paz-Domiquez thanks, in part, to Virginia Bass. The email sent to the county earlier was re-sent and John Bartholemew, Rex Bohn and Virginia Bass

were added to the communication. If there is no check forthcoming Chris will consult with Richard Smith, HLA attorney.

**V. DIRECTOR REPORTS.**

Capitol display update. Chris reported the Humboldt County display at the state capitol in Sacramento will be open for three more months before the entire wing is closed for 3-4 years. Ideas on where and how the display can be moved should be added to the next meeting agenda.

**VI. Public Comment.**

No public comment.

**ADJOURNMENT: 11:18**