

# AGENDA

---

## Humboldt Lodging Alliance

### Executive Committee Monthly Meeting

Location: Red Lion Hotel, 1929 4<sup>th</sup> Street, Eureka CA 95501

Date: Wednesday, September 11, 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

- Chris Ambrosini, Chair
- Marc Rowley, Vice Chair
- Lowell Daniels, Chair Elect
- Donna Hufford, Secretary-Treasurer
- Gary Stone, Director
- John Porter, Director
- Mike Caldwell, Director
- Raul Ainardi, Director

III. AUGUST MEETING MINUTES

Recommendation: Approve/comment on last month's minutes

IV. AGENDA APPROVAL

Approve/modify the following agenda for September 2013

V. OLD BUSINESS

There is no old business

VI. ACTION ITEMS

**1. Review August Financial Statement\***

Recommended action: Receive report on August finances and direct staff accordingly.

Note: statement does not include 2013-2014 budget figures.

**2. Funding Application from Humboldt Made\***

Review funding request from Humboldt Made for countywide project to develop industry tours. Receive presentation from Angie Schwab, their Executive Director.

Recommended action: Decide whether to accept, reject, or ask for a revised proposal

**3. 2013-2014 Preliminary Budget**

Review and discuss proposed budget

Recommended action: Approve 2013-2014 budget.

**4. Public Communications by HLA**

Following several requests for presentations about the Humboldt Lodging Alliance, a board policy and talking points need to be developed.

Recommended action: Develop policy on how speaking requests are handled and by whom; approve suggested talking points.

**5. Fall Campaign Update**

Recommended action: Receive staff report on Fall advertising campaign, including final creative, bonus ad placements, website, tracking results, etc.

**6. Winter and Spring Marketing Campaigns**

Recommended action: Begin planning process for next campaigns, including timing, budget size, market reach, strategy, etc.

VII. PUBLIC COMMENT PERIOD

VIII. MEETING ADJOURNS

\*Document attached