

# Humboldt Lodging Alliance

Meeting of the Executive Committee

WEDNESDAY MARCH 3, 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.

## AGENDA

I. CALL TO ORDER

II. AGENDA APPROVAL: Approve/modify the agenda for March 3, 2021.

III. ACTION/DISCUSSION ITEMS

- 1) **February Meeting Minutes:** Recommended action. Examine and approve/modify the minutes from the February 10, 2021 meeting.
- 2) **Financials:** Chuck will present the 2019 vs 2020 TBID tax comparisons by region. Recommended action. Examine and approve of February financials.
- 3) **HLA Letter in Response to HCGA:** Chris will lead a discussion regarding the HLA letter sent to Humboldt County's Board of Supervisors and HCGA.
- 4) **LAT 40 Collective Marketing Contract:** Chuck will present LAT 40 Collective's marketing contract for HLA. Recommended action. Examine and approve the marketing contract.
- 5) **Misfit Media Buy:** Recommended action. Discuss and approve a date to roll out HLA's marketing plan and approve media buy budget.
- 6) **Redwood Sky Walk Update:** Chuck will give an update on the Redwood Sky Walk's marketing plan.
- 7) **Cannabis Marketing:** Mike will lead a discussion regarding cannabis marketing and HLA.

IV. COMMITTEE REPORTS

V. DIRECTOR REPORTS

VI. PUBLIC COMMENT PERIOD

ADJOURNMENT