

**Minutes of the Executive Committee of the Humboldt Lodging Alliance meeting
Wednesday, December 11, 2013
Victorian Inn, Ferndale, CA**

Present: John Porter, Gary Stone, Raul Ainardi, Chris Ambrosini, Lowell Daniels, Mike Caldwell,
Tony Smithers

Prior to the meeting being called to order, there was an informal presentation by Judy Hodgson of the North Coast Journal, who wished to communicate some ideas to the committee prior to the HLA board retreat scheduled for January. Hodgson shared a number of projects that were in the works or on the drawing board, both for short-term and long-term, including:

- Eureka Crab Crawl
- Restaurant Week
- Passport Weekend
- New visitor magazine
- Fancy Food show
- Music Festival
- Indoor Farmers Market
- Unique Tours

Then, the committee directed the Executive Director to schedule all meetings at 2:00 pm.

The meeting was called to order by Chris Ambrosini at 2:45 pm.

The minutes of the November meeting were reviewed and accepted (Caldwell/Daniels/unanimous).

The agenda for the December meeting was approved without changes.

Under Old Business, a newly formatted report for Community Funds was presented for the committee's approval. The committee directed staff to include encumbered funds in the report, and to distribute the report to the entire board of directors. The committee also asked that the report include Opportunity Marketing funds (such as the film commission and other organizations supported by HLA funding).

Also under Old Business, the proposed shoot list and agreement with Runaway Kite was reviewed and discussed. Mike Caldwell cautioned to keep the shooting locations within Humboldt County, and added that Shelter Cove was a good location for storm watching and whale watching, both of which could be captured on video.

On the agreement with Runaway Kite, the committee directed staff to re-work the wording pertaining to ownership of the video footage, to clarify that HLA retains all ownership rights, and that HLA must approve all use of the footage by Runaway Kite for their self promotion.

Next, the November financial statement was presented and approved (Porter/Caldwell/unanimous).

Next, the committee addressed Winter and Spring advertising campaigns. Mike Caldwell said that the HLA is being reactionary to the pressure to “get something done.” He suggested that we slow the train down, and use the coming board retreat to generate a plan and a budget. “We need to look at the situation globally and get ahead of the curve,” he said.

John Porter said that he had been vocal at previous meetings about producing a Winter campaign, but that he now agrees we should tap the brakes.

Gary Stone agreed that a hold should be put on the marketing until after the retreat, which should be used to generate a long-term plan.

Mike Caldwell then made a motion to ask the board of directors to reconsider its decision on moving ahead with Winter and Spring campaigns. Lowell Daniels seconded the motion and it passed unanimously. Staff was directed to develop communications to the board that explained the committee’s reasoning for the delay.

Next, the committee considered a request by Donna Hufford for the HLA to partner with the Northern Humboldt Community Fund to provide funding to Kayak Zak’s for operation of the visitor center at Stone Lagoon. The original proposal from Kayak Zak’s was in the meeting packet, and the request from Hufford was for the HLA to match the Community Fund’s pledge of \$7,000 for this program. Mike Caldwell said that during the board retreat it may be determined that the HLA funds other visitor centers. John Porter moved to agree to the proposal, Mike Caldwell seconded, and the motion passed unanimously.

The committee then considered an opportunity presented by the Visitors Bureau to purchase a “remnant” ad space in Sunset Magazine (a full page ad for \$10,500). Reacting to a draft design of the ad, the committee recommended to clearly identify Humboldt County and its location. Following some discussion, Mike Caldwell moved to split the cost of the ad with the Convention & Visitors Bureau (for \$5,250), with committee review of ad copy. John Porter seconds and the motion is passed unanimously.

Finally, the committee discussed and planned for the upcoming board retreat in Shelter Cove. Mike Caldwell presented a proposed schedule that called for attendees to stay over the nights of January 7 and 8. On the evening of the 7th he proposed a pizza night and social gathering, with the retreat beginning the following morning after a continental breakfast. The night of the 8th would be a steak and salmon dinner, to which attendees were invited to bring the beverage of their choice.

Staff was directed to send out another notice about the retreat to the HLA board of directors.

With no further time, the meeting was adjourned at 4:30 pm.

Respectfully submitted by Tony Smithers