

# AGENDA

# HLA Executive Committee

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Location: **Red Lion Hotel**  
**1929 Fourth Street**  
**Eureka, CA**

Time: **Wednesday, August 12, 2015**  
**12:00 noon to 2:00 pm** **PLEASE NOTE NEW TIME**

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 three minutes.

- I. CALL TO ORDER & ROLL CALL
- II. MEETING MINUTES\* Approve/comment on minutes of July meeting
- III. AGENDA APPROVAL Approve/modify the following agenda
- IV. ACTION ITEMS

- 1. Review July Financial Statement\***

- Recommended action: Receive report on July finances including Community Tourism fund activities, and direct staff accordingly.

- 2. Misfit Agency Update**

- Staff and committee report on current status of agency projects including advertising, website and front desk kit. Recommended action: Receive report and discuss.

- 3. HCTBID Renewal**

- The HCTBID will expire on June 30, 2017 unless renewed by the Humboldt Lodging industry.

- Recommended action: discuss plans and strategies for district renewal, and take appropriate actions.

- 4. Community Tourism Funds**

- Review status of community tourism funds, discuss goals and strategies, take appropriate actions.

- 5. Ongoing Projects**

- Destination Photography

- Four Seasons of Humboldt Video

- V. PUBLIC COMMENT PERIOD

- VI. MEETING ADJOURNS