

AGENDA

Humboldt Lodging Alliance Executive Committee Monthly Meeting

PLEASE NOTE: DIFFERENT TIME AND LOCATION FOR THIS MEETING

Location: **Elk Meadow Cabins**
 7 Valley Green Camp Road, Orick
 (On Hwy. 101, 2 miles north of Orick on West side)

Date: Wednesday, October 9, 2013

Time: **2:30 pm to 4:30 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. SEPTEMBER MEETING MINUTES

Recommendation: Approve/comment on last month's minutes

IV. AGENDA APPROVAL

Approve/modify the following agenda for October 2013

V. OLD BUSINESS

There is no old business

VI. ACTION ITEMS

1. Review September Financial Statement*

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

2. Event Proposal from Debi Farber-Bush (20 minutes)

Receive presentation and proposal from Debi Farber-Bush on event coordination services for the HLA and for specific event ideas suitable for HLA sponsorship.

Recommended action: Accept, reject or request clarification.

3. Tourism Video Production

Receive report on meetings with Humboldt Made about partnering in creation of tourism videos.

Recommended action: Approve partnership concept; direct staff & committee members to work out the details and bring back for approval.

4. Fall Campaign Update

Receive staff report on Fall advertising campaign, including final advertising impressions delivered, website traffic, etc.

Recommended action: Approve follow up strategy for measuring return on investment.

5. Winter/Holiday Campaign

Receive preliminary media plan and creative strategy for the winter/holiday campaign.

Recommended action: Approve or modify campaign details.

6. October HLA Board Meeting

Discuss agenda for upcoming (October 30) HLA board meeting.

Recommended action: Direct staff on agenda items to include.

VII. PUBLIC COMMENT PERIOD

VIII. MEETING ADJOURNS

*Document attached