

AGENDA

HLA Executive Committee

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

Time: **Wednesday, March 14, 2018**
12:00 noon to 2:00 pm

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. AGENDA APPROVAL: Approve/modify the following agenda
- III. ACTION ITEMS
 1. **February Meeting Minutes***
Recommended action: examine and then approve/modify the minutes of the Executive Committee meeting of February, 2018.
 2. **Gateway to the Redwoods**
Recommended action: Receive presentation from Sequoia Park Zoo foundation and staff about their campaign. Consider requests, respond and provide direction.
 3. **Website Update**
Receive report from Misfit on proposed changes to www.VisitHumboldt.com. Recommended action: discuss and provide direction to agency and/or staff.
 4. **Research Project***
Recommended action: Review draft visitor survey developed by staff, as well as proposed implementation. Discuss and direct staff accordingly.
 5. **HLA Website Committee Report**
Recommended action: Receive update from website subcommittee (Gary Stone, Mike Caldwell).
 6. **HLA Staffing Committee Report**
Recommended action: Receive update from staffing subcommittee (John Porter, Cari Shafer and Marc Rowley).
 7. **February Finances**
Recommended action: Review and approve report on HLA finances for February 28, 2018.
 8. **Old Business**
Executive Committee meeting date
- IV. DIRECTOR REPORTS
- V. PUBLIC COMMENT PERIOD