

HUMBOLDT LODGING ALLIANCE

MEETING OF THE BOARD OF DIRECTORS

TUESDAY, JANUARY 31, 12:00-2:00 PM

RED LION HOTEL, 1929 FOURTH ST., EUREKA, CALIFORNIA

Members of the public are welcome to attend and address the HLA Board on any business item on this agenda. Non-agenda items may be addressed during the public comment period; speakers are limited to three minutes.

Agenda

1. **Welcome and Introductions**
2. **Agenda Approval.** Approve/modify the following agenda for January 31, 2017
3. **October 2016 Board Minutes** *Requested Action: Approve the October 2016 Board minutes .
4. **2017 Concours on Main.** Pat Wille representing the Ferndale Chamber of Commerce will report on the 2016 Event supported by the HLA, and will make a funding request for the 2017 event. Recommended action: receive report, discuss and decide.
5. **“Follow the Magic” Adventure Guides***. An all-new visitor information display will be proposed by the Eureka-Humboldt Visitors Bureau which is seeking HLA funding for a year-round program. Recommended action: receive presentation, discuss and decide.
6. **Misfit Campaign Report** of January 2017. Requested action: Receive report, discuss and provide direction.
7. **Renewal of the Humboldt County Tourism Business Improvement District.** The Executive Committee has accomplished a variety of tasks for district renewal. Requested action: receive report and provide direction.
 - Renewal packet mailed to all assessed businesses
 - Petition drive is underway
 - Schedule of County Resolution of Intent
 - Schedule for City hearings and district formation
8. **Report to the board of Executive Committee actions:**
 - The Executive Committee received two separate presentations on the 2017 marketing campaign from Misfit, and approved the base campaign with decisions still to be made about a targeted Bay Area marketing activity for \$74,000, and about the destination video program. The recommended spend for Instagram was deleted from the plan.
 - The Committee reviewed and approved the HCTBID Management District Plan as developed by Civitas.
 - The Committee amended and approved a letter to assessed businesses.
 - The Committee approved 3 additional funding requests from the Humboldt/Del Norte Film Commission.
9. **Financial Statement***. Receive report on HLA December 2016 financial statement and Community Funding/Opportunity Marketing Funds. Requested action: Approve December reports.
10. **Director Reports.** All HLA directors are encouraged to report on relevant activities.
11. **Public Comment.** Members of the public may address the board on topics not included in the agenda
12. **Adjourn at 2:00 pm**