**Humboldt Lodging Alliance**

Meeting of the Board of Directors

**Wednesday, October 19 10AM**

**422 1st St. Eureka, or join on Zoom**

**Join Zoom Meeting**

**https://us02web.zoom.us/j/84077133739?pwd=S2lMcm4vQ2JxTzRva2dFMGhBekloUT09Meeting ID: 840 7713 3739**

**Passcode: 202533**

**Members Scheduled to attend via zoom from these locations:**

**John Porter**, Managing Partner, Benbow Inn and Resort, 445 Lake Benbow Drive, Garberville, CA. 95542

**Nil Patel**, General Manager, Holiday Inn Express and Suites, 815 Wabash Ave. Eureka, CA. 95501

**Shailesh Patel**, Owner, Hampton Inn and Suites, 4750, Valley West Blvd., Arcata, CA. 95521

**Jeff Durham**, Owner, Redwood River Walk Hotel, PO Box 3449 Yountville CA 94599

**Lowell Daniels**, Owner, Victorian Inn & Redwood Suites, 400 Ocean Avenue, (PO Box 96) Ferndale, CA 95536

**Mike Caldwell**, Owner, Inn of the Lost Coast, 205 Wave Drive, Shelter Cove Drive, CA. 95589

**Donna Hufford**, Financial, Manager, Owner, Roosevelt Base Camp. 121130US 101 Orick CA. 95555

**Gary Stone**, Owner, Best Western Plus Humboldt Bay Inn, 232 West Fifth Street. Eureka, CA 95501

**Mark Carter, Owner** Carter House Inns, 301 L Street Eureka, CA 95501

**Kelly Martin, Owner** Humboldt Bay Extended Stay, PO Box 6158 Eureka, CA 95502

**Alpesh Natha,** Owner,Quality Inn 1209 4th Street, Eureka, CA 95501

**Jayshree Patel, Owner** Comfort Inn Eureka 4260 Broadway, Eureka, CA 95501

**Sherry Potter,** General Manager, Hotel Arcata, 708 9th Street, Arcata, CA, 95521

# Meenal Patel Comfort Inn- Arcata, 4700 Valley W. Blvd. Arcata CA 95521

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.**
	1. Public Comment
	2. Approve/modify the agenda for Wednesday, October 19, 2022
3. **Minutes.**
	1. Public Comment
	2. Approve/modify Executive Committee minutes from August 17, 2022
4. **Financials**
	1. Public Comment
	2. Action. Examine and approve financials through September, 2022
5. **HLA Actions since August 17, 2022**

**Report on the Board and Executive Committee actions.** Requested action: receive report, ask questions and provide direction as appropriate.

1. As of 10/5/2022:

Richard Stenger has relocated to Kentucky and proposed a reduced annual rate for his yearly freelance agreement. The proposal to reduce the rate from $75,000 per year, to $40,000 per year was accepted by the executive committee on a unanimous vote.

1. Public comment
2. As of 9/14, 2022:

The marketing committee proposed to contract Nye-Zik Creative to host and develop the visithumboldt.com website. The proposal was approved for 1 year, converting to a month to month arrangement after 1 year with a unanimous vote by the executive committee.

1. Public Comment
2. As of 9/14, 2022

Chris Ambrosini appointed a committee to prepare an annual report to the Humboldt County Board of Supervisors. The Committee member appointed were, Chris Ambrosini, Donna Hufford, Jeff Durham, John Porter, Chuck Leishman and Matt Kolbert of Misfit.

1. Public Comment

**X1 Discussion of the Fiscal 2018-2022 annual report**

On October 25, 2022, the annual report committee will present a five year report on fiscal 2018-2022 to the Humboldt County Board of Supervisors. Chris Ambrosini will lead the discussion.

**X Marketing Committee update**

**X1 Director Reports**

**X11. Public Comment**

**X111. Adjournment**

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