**Humboldt Lodging Alliance**

Meeting of the HLA Executive Committee

**Wednesday, October 5, 2022**

**10AM**

**422 1st St. Eureka, Ca and on ZOOM**

**Minutes**

**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, P.O. Box 3449 **l** Yountville, CA 94599

**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

Attendance: On Zoom: Nil, Shailesh, Jeff, Donna. In person: Chris & Lowell

**Meeting called to order at 10:17am**

1. **Agenda.**

Approve/modify the agenda for October 5, 2022

Moved: Lowell Daniels. Second: Jeff Durham to accept minutes as presented. Unanimous vote to approve

1. **Minutes.** 
   1. Approve/modify Executive Committee minutes from September 14, 2022

Moved: Donna Hufford. Second: Jeff Durham to accept minutes as presented

Unanimous vote to approve.

1. **Financials**
   1. Action. Examine and approve financials through September, 2022

Donna mentioned that Humboldt County was behind in payments. Diana Rios said she would check.

Moved: Donna Hufford. Second: Jeff Durham to approve financials as presented. Unanimous vote to approve

1. **Action items**
   1. Richard Stenger Publicity and Public Relations proposal for 2023
2. Chris explained that Richard’s current agreement was for $75,000 per year for PR and Publicity services on behalf of HLA.

Richard explained that he has moved to Kentucky. He mentioned that he could still perform many of the services he currently does, but geographic limitations would somewhat impact what he could do. Richard proposed to scale down his job duties. He will provide quarterly press releases, and focus a lot of his work on the centennial anniversary in 2023 of the Redwood Highway. Last year HLA received nearly a million dollars in earned media and over 80 placements in media. The fee for services will be reduced from $75k per year to $40K.

Lowell Daniels commented that Richard’s work has been exemplary and moved to accept Richard’s proposal. Donna Hufford seconded. Vote to approve was unanimous.

1. Presentation of HLA annual report to Humboldt County Board of supervisors update. Chuck Leishman and Matt Kolbert provided an update.

Chuck provided Misfit with 5 years of financials including how each region invested in their regions and provided a narrative of each year highlighting significant expenditures. Matt commented that his team has been working on the report and will be providing a draft in the next couple of days. Matt presented the marketing committee with a rough draft. Chris encouraged the group to invite people and groups from all the regions that have received funding over the years to provide positive support for HLA at the October 25, 2022 Humboldt County Board of Supervisors meeting. Jeff mentioned that many in Humboldt County don’t understand the work that HLA does and only see that HLA has lots of money and echoed the importance of testimonials at the presentation. Diana Rios mentioned that if HLA didn’t have answers to questions or complaints at the meeting, then offer to get back to the questionnaire with an answer.

**Vl. Marketing Committee update**

Matt showed the latest spots of the new campaign to the group. Matt explained the Tall Tales concept. The Group previewed several of the new video spots. Lowell mentioned that the current spot running in the bay area received rave reviews from guests at the VI. Chris also mentioned that he receives lots of positive comments as well. Shannon Hughes from Willow Creek asked about Willow Creek spots. Matt explained that more spots will be coming including visuals from Willow Creek. Julie Benbow of Humboldt County Visitors Bureau said the spots were fabulous and would like to push the spots out in Bureau social media. Jeff mentioned that the Visithumboldt.com website refresh is underway and is looking forward to the next phase

**VII. Director Reports**

Lowell mentioned that a KFBK radio representative out of Sacramento will be hosted by the VI and the Visitors Bureau. They are focusing on featuring the North Coast.

Chris talked about the Redwood Coast Music Festival was a tremendous success. The event was expanded to 4 days and created more hotel stays. Chris also mentioned the Cruise Ship coming to Eureka and how it has a positive impact.

**VllI. Public Comment- Non Agenda items**

No public comment

**IX. Adjournment 11:21am**