

Humboldt Lodging Alliance

Board Meeting May 6, 2020 Zoom Conference

Present: Chris Ambrosini, Gary Stone, Marc Rowley, Donna Huffman, Lowell Daniels, Mike Caldwell, John Porter,

Presenter: Matt

1) Meeting called to order at 12pm via Zoom

2) Chris discussed Ken Galarowicz of the Red Lion submitting his resignation. He was laid off due to the pandemic. Chris mentioned setting up a special meeting to listen to Eddie Alexander on traveler stats, and preview Eureka Campaign information.

3) Agenda approved Lowell/Marc

4) Financials

brief discussion on Redwood Skywalk overall 2.3 million commitment, with \$500,000 commitment from HLA and the additional \$600,000 from Eureka HLA included. Chris provided an update on the project. Lowell mentioned that the need to be careful with spending and asked that we keep a close eye on expenditures.

Financials approved (Marc, Lowell)

5) Misfits Follow the Magic campaign review

Comments on the review followed. Chris mentioned no decision has been made on the future of the campaign. Lowell mentioned that maybe it is time to move away from campaign. Gary mentioned Locals haven't been tied in and that HLA hasn't done a good job with that. Discussion about changes to the campaign ensued. Stopping the use of Alice was an option Matt presented, John mentioned he doesn't want to change the campaign or stop the campaign. John asked what the tie in could be with Standing Tall. As of now the tie in will be on the website. Matt mentioned again the need for Search Engine Optimization (SEO) for the Visit Humboldt Website. Bureau photos were mentioned as an option for the Standing Tall campaign.

6) Chuck requested that the exec comm. select a committee to explore a possible merger with the Bureau. The idea would be for HLA to work with the county to create a new organization that is facilitated by HLA with a funding stream from the TBID and county funds to form a stronger and more effective effort county wide for tourism marketing. A committee of Chris, Mark, and John was formed. Chuck will get with Julie Benbow from the bureau to create and outline of this new organization and present it to the committee. Formation of the committee was approved (Lowell/Marc)

7) Chris led a discussion on suspending event and organizational funding for a minimum of 6 months due to the pandemic and reduced TBID funding. the motion was approved (John/ Lowell)

8) Mike suggested HLA provide guidelines for Pandemic room prep guidelines for the public and have the message be consistent. Marc suggested having the bureau prepare the guidelines. It was agreed that the bureau would be asked to handle it.

9) A special Zoom meeting was requested to hear Richard Stenger's marketing proposal. Chuck will set up the meeting.

9) upcoming elections were discussed. Chuck will organize.

10) meeting adjourned