

Humboldt Lodging Alliance

Meeting of the Executive Committee Minutes

WEDNESDAY JANUARY 13, 2021 10AM

ZOOM MEETING

Present: Lowell, Marc, Chris, Gary, John, Mike, Shailesh, Neil, Laura, Richard, Chuck

- I. **CALL TO ORDER.** Chris calls the meeting to order at 10:06AM.
- II. **AGENDA APPROVAL.** The agenda for January 13, 2021 is reviewed and approved with a unanimous vote. (Mike/Lowell)
- III. **ACTION/DISCUSSION ITEMS**
 - 1) **December Meeting Minutes:** The minutes from December 2, 2020 is reviewed and approved with a unanimous vote. (Lowell/Mike). Chuck will make an amendment to the minutes and list who was present for the December meeting.
 - 2) **Financials:** Chuck notes that he recently received a check from Eureka for Q3 2020, which isn't reflected in the December financials. Chuck is waiting on Humboldt county's payment to come in before he can provide a 2020 financial analysis. The financials from December 2020 are reviewed and approved with a unanimous vote. (Mike/Marc)
 - 3) **2020 Media Plan Review:** Matt briefly presents the ads that the Standing Tall campaign have been running in Q3 and Q4 2020 on social media platforms. From a performance standpoint of audience engagement, the ads are doing very well.
 - 4) **2021 Media Plan Proposal:** Matt presented the 2021 media plan proposal. The group unanimously agreed to postpone any action on the 2021 media plan until the February Executive Committee meeting.
 - 5) **Standing Tall Updates:** Chuck confirms that everyone received and reviewed the Ferndale video. Chuck notes that the video was re-edited to include shoppers, more detailed architectural shots, and new, local music.
 - 6) **Redwood Sky Walk Update:** Gary summarizes the recent Redwood Sky Walk tour in December. The group expects to take a tour before the February Executive Committee meeting.

IV. Committee Reports

- 1) Update on HLA/Bureau Alliance

Marc provides a brief report on the Bureau. Marc says that the Bureau is still in the preliminary stages of organizing itself and confirms that the Bureau will want to reconnect with HLA in the future, if possible.

- 2) Update on Bylaws Committee

Chuck confirms that the bylaws were approved by the Board of Directors in the last December meeting and were consequently sent out to all HLA members. There have been no protests from members thus far. Chuck says the next step is to ratify the bylaws in the February Executive Committee meeting.

V. Director Reports

Lowell is concerned that VRBO properties are not paying Tbid taxes. Lowell wants to know who to pass this information off to. Chuck says Lowell can forward the information to him and Chuck will reach out to the appropriate person.

VI. Public Comment

Richard Stegner thanks the Executive Committee.

Meeting adjourned at 12:11PM