

# AGENDA

# HLA Executive Committee

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Location: **Red Lion Hotel**  
**1929 Fourth Street**  
**Eureka, CA**

Time: **Wednesday, October 12, 2016**  
**12:00 noon to 2:00 pm**

Members of the public may address the HLA Executive Committee on any agenda item. Non-agenda items may be addressed during the public comment period; speakers are limited to three minutes.

- I. CALL TO ORDER & ROLL CALL
- II. MEETING MINUTES\* Approve/comment on minutes of September meeting.
- III. AGENDA APPROVAL Approve/modify the following agenda
- IV. ACTION ITEMS
  1. **Timber Heritage Association** (20 minutes)

Presentation by Bruce Seivertson of the Timber Heritage Association about plans and progress for the Humboldt Bay Excursion Train and other tourism related projects.
  2. **Humboldt/Del Norte County Film Commission Funding Request**

The Humboldt/Del Norte County Film Commission has requested HLA funding for the reprint of its “Map to the Stars” publication of North Coast film locations. Recommended action: Review request and make decision.
  3. **Misfit Agency Report**

Matt Kolbert and Cameron Tyler from the Misfit Agency will present their recommendations for the 2017 advertising campaign. Recommended action: receive presentation, discuss and provide feedback.
  4. **TBID Renewal**

Ongoing process of directing the renewal of the Humboldt County Tourism Business Improvement District. Recommended action: Receive reports and provide direction on the following items:

    - a. Interactions with Civitas on renewal planning/issues (Ambrosini/Smithers)
    - b. Specific division of revenues for the Management District Plan. The board has approved a 65/35 split for community funds and marketing funds. This needs to be refined with allocations for administration, collection and reserves (currently 5%, 1% and 2%, respectively).
    - c. City of Rio Dell—outreach accomplished\* (Smithers)
    - d. Renewal brochure—shall HLA publish and distribute a document similar to the attached sample from Santa Barbara?
  5. **October, 2016 HLA Board Meeting**

Discuss and approve agenda, date and venue for the October board meeting.
  6. **Review September Financial Statement\***

Recommended action: Receive report on September finances including Community Tourism fund activities, and direct staff accordingly.
  7. **Ongoing Projects & Old Business**
  8. DIRECTOR ANNOUNCEMENTS
  9. PUBLIC COMMENT PERIOD
  10. MEETING ADJOURNS