**Humboldt Lodging Alliance**

Special meeting of the Board of Directors

**Wednesday March 9, 2022, 10:00AM**

**ZOOM**

<https://us02web.zoom.us/j/81185098908?pwd=RXlKUWxKK0E3MklZM1JzRFdwZG1nZz09>

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. CALL TO ORDER
2. Presentation of the marketing plan, initiated by the HLA Marketing Committee and voted on by the Executive Committee, to bring to the HLA Board of Directors for final Approval. Matt from the Misfit Agency will present the plan. Recommended Action: Approve/modify the plan.
3. **Public Comment**
4. **Adjournment**