

Humboldt Lodging Alliance

Meeting of the Executive Committee

WEDNESDAY JANUARY 13, 2020 10AM

ZOOM MEETING

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 3 minutes.

AGENDA

- I. CALL TO ORDER
- II. AGENDA APPROVAL: Approve/modify the following agenda
- III. ACTION/DISCUSSION ITEMS
 1. **December Meeting Minutes:** Recommended action. Examine and approve/modify the minutes from the December meeting.
 2. **Financials:** Approval of December financials.
 3. **2020 Media Plan Review:** Matt Kolbert from Misfits will present a review of the 2020 media plan performance.
 4. **2021 Media Plan Proposal:** Matt Kolbert from Misfits will present a projected media plan for 2021. Recommended action. Discussion and a vote for approval of the media plan.
 5. **Standing Tall Updates:** Chuck will present the updated Ferndale video.
 6. **Redwood Sky Walk Update:** Chris and Gary will provide an update on the Redwood Sky Walk.
- IV. COMMITTEE REPORTS
 - a. Update on HLA/Bureau
 - b. Update on Bylaws Committee
- V. DIRECTOR REPORTS
- VI. PUBLIC COMMENT PERIOD

ADJOURNMENT