

# Humboldt Lodging Alliance

Meeting of the Executive Committee  
WEDNESDAY JANUARY 13, 2021 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