**Humboldt Lodging Alliance**

Meeting of the Executive Committee

**WEDNESDAY OCTOBER 13 /2021 /10:00AM**

**ZOOM**

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. ACTION ITEMS
3. AGENDA APPROVAL**:**  Approve/modify the following agenda for October 13, 2021
4. MEETING MINUTES ***.*** Recommended action: Approve/modify the Executive Committee meeting minutes from 9/9/2021.
5. FINANCIALS: Recommended action. Examine and approve of financials from September 2021
6. Marketing Committee update:

A Jeff will provide an update on the marketing committee meeting,

B. Presentation of the Media Plan (prepared by Misfits) for the remainder of 2021, Recommended Action: Vote to approve and execute the plan.

1. DISCUSSION ITEMS
2. **Update on Media Activities:** Richard will provided an update.
3. **Introduction of Diana Rios the new Humboldt County Economic Development Coordinator:** Diana will discuss her new position and answer any questions the group many have.
4. DIRECTOR COMMENTS
5. PUBLIC COMMENTS
6. ADJOURNMENT