

AGENDA

HLA Executive Committee

Location: **Red Lion Hotel, 1929 4th St, Eureka, California**

Date: **Wednesday, May 21, 2014**

Time: **2:00 pm to 4:00 pm**

Members of the public are welcome to attend and 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. APRIL MEETING MINUTES Approve/comment on last meeting's minutes
- III. AGENDA APPROVAL Approve/modify the following agenda for May 2014
- IV. ACTION ITEMS
 1. **Unfinished Business**
 - Video project—Summer shoot list and topics/scripts for edited videos
 - Marketing manager recruitment
 2. **Review April Financial Statement**

Recommended action: Receive report on April finances and direct staff accordingly.
 3. **2014 HLA Board Election Communication**

Review draft letter to assessed businesses requesting board nominations and announcing the dates for the 2014 board election. Recommended action: Approve letter and direct staff to mail it immediately.
 4. **2014-15 Funding Request from Film Commission**

The Humboldt/Del Norte film commission has applied for renewal of the \$20,000 funding provided by HLA this current fiscal year. Recommended action: Approve request and stipulate deliverables to be included in the funding agreement; direct staff accordingly.
 5. **Letter of Support for AB 1839**

This legislation provides tax credits for productions filming in the State of California. Recommended action: Direct staff to draft letter and send to legislators to be identified by the film commission.
 6. **Approval of Gary Todoroff for Destination Photography**

Gary Todoroff has submitted a proposal to generate destination images with full licensing to the HLA. Recommended action: Approve proposal and direct staff to implement a contract.
 7. **Letter of Support for Redwood Empire Excursion Train**

Mark Maxon has requested a letter from the HLA expressing our support for development of an excursion train. Recommended action: Approve request and direct staff to execute.
 8. **Advertisement in 101 Guides' Guest Services Directory**

Recommended action: Approve placement of full-page ad countywide at a cost of \$6,000 to support inclusion of full county attraction information in each copy of the publication; direct staff to implement.
 9. **Funding Request from North Coast Open Studios**

This countywide event has requested \$1,500 for out of area advertising. Recommended action: Approve or deny request, and direct staff accordingly.
 10. **Executive Committee Member Reports**

At his or her option, each committee member can report on recent activities, issues and ideas for future consideration by the committee or board.
- V. PUBLIC COMMENT PERIOD
- VI. MEETING ADJOURNS