**Humboldt Lodging Alliance**

Meeting of the Executive Committee

**WEDNESDAY DECEMBER 8 /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 December 8, 2021
4. MEETING MINUTES ***.*** Recommended action: Approve/modify the Executive Committee meeting minutes from 11/10/2021.
5. FINANCIALS: Recommended action. Examine and approve of financials from November 2021.
6. Trinidad to Clam Beach run. A proposal for funding from HLA will be presented by race representatives. Recommended action: Approve/modify request for funding.
7. Board Meeting. Discuss and approve date for the Board Meeting in December.
8. Discussion Items
9. Event sponsorships. Chuck will report on discussions with the Kinetic Sculpture Race
10. Matt from Misfit will give a mid-campaign report on Standing Tall.
11. Jeff will give an update on the Humboldt Area Guides.
12. Matt and Chuck will discuss first steps of the marketing plan.
13. PUBLIC COMMENTS
14. ADJOURNMENT