

AGENDA

HLA Executive Committee

Location: **Red Lion Hotel**
1929 Fourth Street
Eureka, CA

Time: **Wednesday, April 12, 2017**
12:00 noon to 2:00 pm

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 three minutes.

- I. CALL TO ORDER & ROLL CALL
- II. MEETING MINUTES* Approve/comment on minutes of March meeting.
- III. AGENDA APPROVAL Approve/modify the following agenda
- IV. ACTION ITEMS
 1. **Social Media Update**
Richard Stenger of the Eureka-Humboldt Visitors Bureau will provide an overview of the bureau's social media program, including channels, target markets, messaging and results. Recommended action: Receive report and ask questions. Direct staff accordingly.
 2. **HCTBID Renewal Report**
Staff will give an update on progress of renewing the Humboldt County Tourism Business Improvement District. Recommended Action: Receive report and provide direction.
 3. **Misfit Agency Report for April***
A written report has been received from the agency and included in this meeting packet. Recommended action: Review report, discuss, and direct staff accordingly.
 4. **HLA 2017 Board Elections**
Staff will report on which board seats are up for election and request direction on nomination of board candidates and scheduling of board election.
 5. **Review March Financial Statement***
Recommended action: Receive report on February finances including Community Tourism fund activities, and direct staff accordingly.
 6. **Ongoing Projects & Old Business**
 - a. TBID Renewal
 - b. 2017 Campaign*
- V. DIRECTOR ANNOUNCEMENTS
- VI. PUBLIC COMMENT PERIOD
- VII. MEETING ADJOURNS