

AGENDA

HLA Executive Committee

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

Time: **Wednesday, July 8, 2015**
1:00 pm to 3:00 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 June meeting
- III. AGENDA APPROVAL Approve/modify the following agenda
- IV. ACTION ITEMS
 1. **Review June Financial Statement***
Recommended action: Receive report on June finances including Community Tourism fund activities, and direct staff accordingly.
 2. **Misfit Agency Update***
Representatives from the Misfit Agency will be present to update the committee on the Follow the Magic campaign and to receive direction on the VisitHumboldt.com website in development.
Recommend action: receive update, discuss and provide direction to Misfit.
 3. **HLA Creative Asset Use Policy***
A draft policy for use of HLA creative assets has been developed for the committee's consideration.
Recommended action: discuss, modify and direct staff accordingly.
 4. **2015 Board Election**
The deadline to receive ballots was June 6. Requested action: Receive staff report on board ballots received; certify election results and direct staff accordingly.
 5. **July, 2015 HLA Board Meeting**
Recommended action: Discuss items to be included on the agenda of the July 29 HLA board meeting, and direct staff accordingly.
 6. **Destination Photography Project**
Report on the progress of project and procedure for choosing which images shall be licensed to the Humboldt Lodging Alliance. Recommended action: Discuss and approve procedure.
- V. PUBLIC COMMENT PERIOD
- VI. MEETING ADJOURNS