

# AGENDA

# HLA Executive Committee

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

Time: **Wednesday, October 14, 2015**  
**12:00 noon to 2:00 pm**      **PLEASE NOTE NEW TIME**

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 September meeting
- III. AGENDA APPROVAL Approve/modify the following agenda
- IV. ACTION ITEMS
  1. **Special Presentation: Humboldt Steelhead Days** (20 minutes)  
Dave Feral and Greenway Partners will present their plans for the countywide fishing event this winter, and will make a request for funding support.
  2. **Follow the Magic Campaign Update**  
Progress report from Agency Subcommittee (Daniels/Caldwell/Smithers) on advertising, website, social media and front desk kit. Agency report is attached.
  3. **Agency Renewal and 2016 Campaign**  
The committee will discuss renewal of the agreement with the Misfit Agency, direction for expanding and/or changing the Follow the Magic Campaign, and budget to be allocated.
  4. **Review September Financial Statement\***  
Recommended action: Receive report on September finances including Community Tourism fund activities, and direct staff accordingly.
  5. **Ongoing Projects**  
Airbnb etc.  
HCTBID Renewal  
Destination Photography  
Four Seasons of Humboldt Video  
Community Tourism Projects
- V. PUBLIC COMMENT PERIOD
- VI. MEETING ADJOURNS