

AGENDA Committee

HLA Executive

Location: **Zoom conference**

Date: **Wednesday, June 3, 2020**

Time: **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. AGENDA APPROVAL: Approve/modify the following agenda
- III. ACTION/DISCUSSION ITEMS
 1. **May Meeting Minutes:** Recommended action: Examine and then approve/modify the minutes of the April meeting
 2. **Financials** Recommended action: approval of May financials
 3. **Special presentation from the Eureka advertising firm of Eddy Alexander**
Recommended action: discussion and questions
 4. **Marketing**
 - 1) Chuck will provide an Update on Standing Tall campaign, recommended action: brief discussion and comments
 - 2) Matt from Misfits will provide an overview of The Standing Tall media plan, recommended action: Discuss and approve recommended plan.
 - 5) **Other business**
 - 1) Discussion of Richard Stenger and how to approach his request to present his proposal for HLA services. Recommended action: general discussion
 - 2) designate a representative to talk with appropriate county officials about accelerating lodging property openings: recommended action: nominate and approve

3) Update on Election for 2020 HLA board seats. recommended action:
general discussion

1v: DIRECTOR REPORT:

V PUBLIC COMMENT PERIODS

Meeting adjourns