**Humboldt Lodging Alliance**

Meeting of the Board of Directors

**THURSDAY, JANUARY 20, 2022, 10AM**

**ZOOM**

**Join Zoom Meeting**

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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. **Welcome and Introductions.**
2. **Agenda.** Approve/modify the following agenda for January 14, 2022
3. **Minutes.** Recommended action: Approve/modify the board meeting minutes from September 22, 2021.
4. **Financial Statement.** Recommended action. Examine and approve of financials from October through December 2021.
5. **Report to the Board of Executive Committee actions for October through December 2021.** Requested action: receive report, ask questions and provide direction as appropriate.
6. As of 10/8/ 2021, approved recommended media plan (prepared by Misfits) for the remainder of 2021 in a unanimous vote.
7. As of 11/10/21 the marketing committee recommended a request for funding on a marketing plan for 2022 for $4500 to be prepared by (Misfit). Funding approved through a unanimous vote.
8. As of 12/8/21 Race representatives for the Trinidad to Clam Beach run requested $10,000 of funding for the event. The executive committee approved funding of $5,000 from HLA North, and $5,000 from the existing Trinidad HLA fund, to be used exclusively for event marketing.

**V Marketing Committee report**

The HLA Marketing Committee consists of Jeff, Chris, and Mike. Since the formation of this ad-hoc marketing committee in August of 2021 the group has been charged with bringing marketing initiatives and recommendations to the executive committee. The committee recommended the formation of an HLA Marketing Plan for 2022 and beyond. The committee previewed the plan on January, 14, 2022 prepared by the Misfit agency and will be presented to the Executive Committee in February. In addition the committee worked through the process of the refreshing and reprinting of the Humboldt Area Guides. The committee is working with Richard Stenger on content and budget for the production, printing, and distribution of the guides. This proposal on funding is next on this agenda.

**V11. Action item- Humboldt Area Guides funding request.** Jeff will present a funding request from the marketing committee on the next printing of the Humboldt Area Guides. Recommended action, approve/modify the funding request.

**V111 Public Comment**

**V1111. Adjourn**