**Humboldt Lodging Alliance**

Meeting of the Executive Committee

**WEDNESDAY OCTOBER 13 /2021 /10:00AM**

**ZOOM**

**Minutes**

Present: Chris, Gary, John, Lowell, Jeff, Chuck, Matt (Misfit Agency), Richard Stenger, Diana Rios,

Meeting called to order by Chris at 10:10 am

1. ACTION ITEMS
2. AGENDA APPROVAL**:**  10/13/2021 meeting agenda approved. J/L
3. Meeting Minutes for 9/9/2021 approved. J/L
4. Financials for September 2021 approved. J/L
5. Marketing Committee update: Jeff gave an update of the marketing committee meeting. The marketing comm agreed to ask the Exec. Comm for approval to invest in a marketing plan for 2022 and beyond. The Exec. Comm agreed and the marketing comm will provide the Exec. Comm with costs estimates.
6. Media Plan approval. Matt from Misfit presented the media plan for the Standing Tall campaign for Q4. The cost of the media plan is $71,700 and was approved. L/J
7. DISCUSSION ITEMS
8. Richard provided an update on public relations, publicity, and stories generated for Q3.
9. Diana Rios the new Humboldt County Economic Development coordinator gave a presentation on her new role and will work closely with HLA on marketing initiatives.
10. DIRECTOR COMMENTS: There were no director comments
11. PUBLIC COMMENTS: There was no public comment
12. Meeting adjourned 11:17 am