

Humboldt Lodging Alliance

Meeting of the Executive Committee Minutes

WEDNESDAY JUNE 16, 2021 10AM

ZOOM MEETING

Present: Chris Ambrosini, Chuck Leishman, Michael Caldwell, Jeff Durham, Marc Rowley, Lowell Daniels, John Porter, Shailesh Patel, Nil Patel, Richard Stenger and Julie Benbow

- I. CALL TO ORDER. Chris called meeting to order at 10:10 AM.
- II. AGENDA APPROVAL. The agenda for June 16, 2021 is reviewed, modified and approved with a unanimous vote. (Marc/John)
- III. ACTION ITEMS.
 - A. **May Meeting Minutes.** The minutes from May 5, 2021 were reviewed and approved with a unanimous vote. (Marc/John)
 - B. **Financials.** The financials from May 2021 were reviewed and approved with a unanimous vote. (John/Jeff). John Porter requested a copy of the chart of accounts from Cunningham, Malone & Morton.
 - C. **Richard Stenger Presentation.** Richard gave the executive committee a recap of his earlier presentation and enumerated the press he has been able to generate for the county and the Skywalk. Lowell made a motion to approve a budget for July, 2021 - July 2022 of \$70,000 for Richard's PR services. Jeff seconded the motion. The motion passes with a unanimous vote. Stenger Media will be paid \$17,500 quarterly to promote every HLA region.
- IV. DISCUSSION ITEMS.
 - A. **Redwood Sky Walk Update.** A check for \$1,000,000. From HLA Eureka, a check for \$500,000 from HLA and a check for \$60,000 were sent to the city of Eureka for the Skywalk. The financial obligations of HLA to the City of Eureka Sequoia Park Zoo have been met from the HLA general fund. A \$60,000 payment from HLA Eureka will be paid annually for the next 10 years.
 - B. **Media Buy Update.** Matt will send Misfit numbers to Chuck before next meeting in July.
 - C. **County Payment Update.** There has been no payment to HLA by the County since September of 2020. There was some discussion of setting up an escrow account rather than paying taxes directly to the Humboldt County in light of their current accounting issues. John Porter recommended that Chris Ambrosini reach out to the HLA attorney for advice.
 - D. **Board of Directors Meeting.** Board meeting delayed to July 21 at 10 AM. Elections are coming up and an election committee is needed to prepare for elections in the next 60 to 90 days.

V. **DIRECTOR REPORT.** Chris spoke about the grand opening of the Skywalk at the City of Eureka Sequoia Park Zoo. About 100 people attended the actual ceremony, but there have been record-breaking crowds at the zoo since then. Forest Bathing and Yoga events were sold out and Chris reported that the zoo plans to do more special events.

VI. **PUBLIC COMMENT PERIOD.** No public comment.

ADJOURNMENT 11:05 AM