

# AGENDA

# HLA Executive Committee

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

Time: **Wednesday, Dec 6, 2017**  
**12:00 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 ITEMS

**1. November 1 meeting minutes**

Recommended action: examine and then approve/modify the minutes of the Executive Committee meeting of November 1, 2017.

**2. Social Media & Paid Search**

Recommended action: Receive update and preliminary proposal from the Eureka-Humboldt Visitors Bureau on joint Bureau/HLA programs in Paid Search, Social Media and Digital Marketing.

**3. Misfit 2018 Campaign**

Recommended action: Review and discuss the committee-approved modifications to the Misfit campaign proposal. Provide feedback and direction to Misfit representatives.

**4. Research Project Outline**

Recommended action: Review proposed parameters for research project to be commissioned with Destination Analysts. Discuss and direct staff accordingly.

**5. HLA Website**

Recommended action: Discuss website issues with Misfit representatives. Review proposed HLA landing page on the VisitRedwoods.com website. Discuss, entertain motions and direct staff accordingly.

**6. HLA Staffing Committee**

Recommended action: Discuss schedule and desired outcomes with the staffing subcommittee (John Porter, Gary Stone and Marc Rowley).

- IV. PUBLIC COMMENT PERIOD