

Minutes of the Board of Directors of the Humboldt Lodging Alliance, meeting Wednesday, January 31 at the Red Lion Hotel, Eureka, California.

Present: Chris Ambrosini, Gary Stone, Cari Shafer, Mike Caldwell, Lowell Daniels, Tony Smithers

Guest: Zach Winger, Matt Kolbert, Cameron Tyler

The meeting was called to order at 12:14 pm, and began with the now-familiar discussion about how to encourage board members to attend board meetings. Because there was not a quorum of board members present, no official actions were able to be taken at this meeting. It was suggested that the board of directors be reduced in size. Chris Ambrosini undertook to send a letter to the 19 HLA board members to encourage their participation.

The agenda for the January 31 meeting was examined and approved as presented.

The minutes of the October, 2017 board meeting were likewise approved without questions.

The board members present were introduced to Zach Winger, manager at the Hotel Arcata, who had been nominated by Arcata board members Shailesh Patel and Lisa Cosoletto to be appointed to the HLA board to serve out the term of departed board member Diane Cutshall. Again, through lack of a quorum, the board was unable to confirm Mr. Winger's appointment.

Next, Matt Kolbert and Cameron Tyler of the Misfit Agency presented their campaign report, comprising:

- A recap of the 2017 marketing campaign including budget, media buys and impressions generated. Kolbert noted that in 2017 particular focus was placed on the shoulder seasons.
- The "Live Streaming" advertising program, approved by the HLA on a trial basis, had not performed well largely due to the performance of the sports teams featured. Chris Ambrosini suggested that we keep an eye on this medium, because it may be worth trying again if the teams are doing well. Cari Shafer suggested that Live Streaming might be a successful strategy during the Winter Olympics.
- The Weekend Sherpa coverage was less effective than when first used, and would not be included in the 2018 campaign.
- The campaign in total generated 60.7 million impressions, and the media buy was leveraged 93% with added value placements. The relative merits of value added placements was discussed.
- Gary Stone asked how the campaign was effectively reaching 50-60 year olds; Kolbert replied that these likely travelers were doing more and more planning online, and that is where the campaign is reaching them.
- Misfit is working with individual community committees to develop "Location Featurettes" for those that want one.

Next on the agenda was presentation of the December 31, 2017 financial statement by Tony Smithers, along with the quarterly Community Tourism and Opportunity Marketing Fund balance reports.

Smithers noted changes in the “Opportunity Marketing” and “Ferndale Community” fund balances anticipated as the check cut for the Concours on Main grant was negotiated.

In Director Reports:

- Lowell Daniels spoke about the revived Ferndale Chamber of Commerce, noting the arrival of young, talented businesspeople on the chamber board.
- Mike Caldwell reported a meeting with Cal Trans at the southern county line to discuss a Gateway Visitor Center, saying that Cal Trans was tremendously excited by the possibility and the “big plans” for the project.
- Gary Stone reported meeting with city and zoo officials to discuss the possible funding of a “Skywalk” canopy tour. He also reported that the Humboldt/Del Norte film commissioner was attending the Sundance film festival using the special funds granted to her by the HLA.
- Chris Ambrosini said that the Eureka committee had partnered with the Eureka-Humboldt Visitors Bureau to place a Eureka ad in Sunset Magazine, which appeared in the same issue in which Eureka was named as one of California’s best places to live. Finally, Ambrosini reported that the Eureka committee was again supporting the Redwood Coast Music Festival, an event which was “experiencing a rebirth.”

With no further time, the meeting adjourned at 2:10 pm.

Respectfully submitted by Tony Smithers