

# AGENDA

# HLA Executive Committee

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

Time: **Wednesday, May 13, 2015**  
**1:00 pm to 3:00 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. MEETING MINUTES Approve/comment on minutes of April meeting
- III. AGENDA APPROVAL Approve/modify the following agenda
- IV. ACTION ITEMS
  1. **Review April Financial Statement\***

Recommended action: Receive report on April finances including Community Tourism fund activities, and direct staff accordingly.
  2. **Funding Request from Kayak Zaks\***

Marna Powell will present her proposal for a continuation of HLA funding for the Stone Lagoon Visitor Center. Recommended action: Receive presentation and decide on the request.
  3. **Funding Request from Humboldt-Del Norte Film Commission**

Cassandra Hesseltine will give a report on Film Commission accomplishments in 2014-2015 with HLA funding support, and will request renewal of this funding. Recommended action: Receive report and decide on the request.
  4. **Destination Video Project\***

As part of the HLA's agreement with Runaway Kite Productions (Malcolm deSoto), five videos per quarter or a total of 20 videos will be edited and prepared for distribution. A suggested list of video topics has been prepared by staff for the committee's consideration. Recommended action: approve as-is or modify the list and direct staff accordingly.
  5. **Misfit Agency Update**

Matt Kolbert from the Misfit agency will give a status report on the Follow the Magic campaign, including advertising placements, expenditures, web site development, in-county campaign elements and more. Recommended action: Receive report and ask questions. Make decisions as appropriate and direct agency and staff accordingly. Discuss future direction and ideas for the campaign.
- V. OLD BUSINESS
  - a. Assessment and Bed Tax Compliance
  - b. 2015 Board Election
- VI. PUBLIC COMMENT PERIOD
- VII. MEETING ADJOURNS