

AGENDA

HLA Executive Committee

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

Time: **Wednesday, October 12, 2016**
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. MEETING MINUTES* Approve/comment on minutes of September meeting.
- III. AGENDA APPROVAL Approve/modify the following agenda
- IV. ACTION ITEMS
 1. **Timber Heritage Association** (20 minutes)
Presentation by Bruce Seivertson of the Timber Heritage Association about plans and progress for the Humboldt Bay Excursion Train and other tourism related projects.
 2. **Misfit Agency Report**
Matt Kolbert and Cameron Tyler from the Misfit Agency will present their recommendations for the 2017 advertising campaign. Recommended action: receive presentation, discuss and provide feedback.
 3. **TBID Renewal**
Ongoing process of directing the renewal of the Humboldt County Tourism Business Improvement District. Recommended action: Receive reports and provide direction on the following items:
 - a. Interactions with Civitas on renewal planning/issues (Ambrosini/Smithers)
 - b. Specific division of revenues for the Management District Plan. The board has approved a 65/35 split for community funds and marketing funds. This needs to be refined with allocations for administration, collection and reserves (currently 5%, 1% and 2%, respectively).
 - c. City of Rio Dell—outreach accomplished* (Smithers)
 - d. Renewal brochure—shall HLA publish and distribute a document similar to the attached sample from Santa Barbara?
 4. **October, 2016 HLA Board Meeting**
Discuss and approve agenda, date and venue for the October board meeting.
 5. **Review September Financial Statement***
Recommended action: Receive report on September finances including Community Tourism fund activities, and direct staff accordingly.
 6. **Ongoing Projects & Old Business**
- V. DIRECTOR ANNOUNCEMENTS
- VI. PUBLIC COMMENT PERIOD
- VII. MEETING ADJOURNS