

**HUMBOLDT LODGING ALLIANCE**

**EXECUTIVE COMMITTEE MEETING**

**April 10, 2019**

**Holiday Inn Express, EUREKA, CA**

Present: Chris Ambrosini, Gary Stone, Lowell Daniels, John Porter, Marc Rowley, Mike Caldwell (by phone), Ken Galarowicz, Shalish Patel and Donna Hufford

The meeting was called to order at 12:10p.m in the conference room of the Eureka Holiday Inn quorum was present.

The agenda was approved as presented (Daniels/Patel) unanimous

1. The minutes of the January 31, 2019 meeting read and approved as presented.
2. Humboldt-Del Norte Film Commissioner Cassandra Hesseltine reported on the past years performance and requested a grant of \$60,000 to supplement their total budget of \$220,000. The committee asked questions and requested that a 24x36 poster of the Map of the Movies be produced for each Board members property. Motion was made and 2<sup>nd</sup> to approve the \$60,000 request and passed (4to3). (Porter/Rowly)
3. Misfit Campaign Update: Matt reviewed the activities of the past several months. The website still needs “a couple of tweaks” and ads have been running on games in the Bay and Sacramento markets. The Capitol Bldg. Display is constructed and waiting for final approval from Rex Bohn and the Supervisors. Then they need approval from the Capitol to remove the old display and insert the new one. The committee saw video of the new display.
4. EHCVB update: The Bureau has shut down spending money beyond current commitments and employees. The Bureau will be applying for some of the Eureka TOT monies thru the RFP request. There is a meeting set of the Bureau Board to review the mission and structure and begin setting a path going forward.
5. The February Board meeting minutes were presented and reviewed.
6. Financial reports were examined, questions asked and the President was directed to acquire more detailed information so that the Committee might understand what commitments we have and what monies we have to spend.
7. OLD BUISNESS: Gary gave a report on the Canopy Walk.. the word is that they will be up and running in 2020.

TBID proposal coming before the Board of Supervisors on April 16.

There being no further business before the committee adjourned at 2:30pm

Respectfully submitted, Donna Hufford, Sec. pro-tem