

Humboldt Lodging Alliance

Meeting of the Executive Committee Minutes

WEDNESDAY MARCH 3, 2021 10AM

ZOOM MEETING

Present: Lowell, Gary, Marc, Mike, Nil, Shailesh, Chris, John, Jeff, Chuck

- I. **CALL TO ORDER.** Chris calls meeting to order at 10:13AM
- II. **AGENDA APPROVAL:** A motion is made to approve the agenda with the following modification: Mike will not lead the discussion for the Cannabis Marketing item. The agenda for March 3, 2021 is reviewed, modified and approved with a unanimous vote. (Mike/Marc)
- III. **ACTION/DISCUSSION ITEMS**
 - A. **February Meeting Minutes:** The minutes from February 10, 2021 are reviewed and approved with a unanimous vote. (Mike/Marc)
 - B. **Financials:** Chris suggests that HLA request itemized invoices and review the MOU before dispersing funds for the Redwood Sky Walk. A motion is made to collect an itemized receipt before moving forward with the Redwood Sky Walk payments. The motion is passed with a unanimous vote. (Jeff/Chris) The financials from February 2021 are reviewed and approved with a unanimous vote. (Mike/John)
 - C. **HLA Letter in Response to HCGA:** Chris leads a discussion about HLA's governance protocols regarding letter writing and formal, public statements. Gary suggests that all letters must be approved by the Executive Committee before sending, unless explicitly stated otherwise in the motion.
 - D. **LAT 40 Collective Marketing Contract:** Chuck presents a marketing contract from LAT 40 Collective. The group agrees that HLA's lawyer will review the contract. John requests LAT 40's liability insurance. Chris requests that HLA's social media be included in LAT 40 Collective's proposed services and that this is reflected in the monthly payments. Chuck and Chris agree that the contract will be modified to include the group's requests and reviewed by HLA's attorney. A vote for the contract will be moved to the April Executive Committee meeting.
 - E. **Misfit Media Buy:** Chris leads a discussion regarding the media buy presented by Misfit. A motion is made to go dark for the entire year. The motion does not pass with three in favor and four opposed. (Shailesh/Gary). A motion is made to invest in the media buy from the first week of April through the first week of June. The motion is passed with four in favor and three opposed. (Lowell/Jeff)
 - F. **Redwood Sky Walk Update:** Chuck provides an update of the Redwood Sky Walk's marketing in collaboration with Eddy Alexander.
 - G. **Cannabis Marketing:** The group discusses cannabis tourism. The group agrees that they are willing to listen to any industry that has the goal of increasing heads in beds.

- IV. Committee Reports: No committee reports.
- V. Director Reports: Chris received positive feedback regarding HLA's letter to HCGA. Scott Edair emailed Chris, Chuck and John to meet regarding TOT on March 12th.
- VI. Public Comment Period: No public comment.

Meeting adjourned at 1:24PM