

AGENDA

HLA Executive Committee

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

Time: **Wednesday, January 11, 2017**
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 December meeting.
- III. AGENDA APPROVAL Approve/modify the following agenda
- IV. ACTION ITEMS
 1. **In-Room Guest Service Directory**

Gregg Gardiner from 101 Things to Do Publications will propose renewal of the HLA's advertising sponsorship of the In-Room Guest Service Directory with full County information. He will also provide details of advertising opportunities in the 101 Things to Do regional travel guides. Recommended action: receive presentation, discuss and decide.
 2. **Funding Request from Humboldt/Del Norte Film Commission**

The Film Commission has requested support for attending the AFCI Locations Conference, and (separately) for staffing support in their office. Recommended action: Review request, discuss and make a decision; direct staff accordingly.
 3. **Destination Video Previews**

Committee preview of the three destination videos created by the Misfit Agency. Recommended action: preview videos, develop feedback, discuss use and distribution.
 4. **TBID Renewal**

Report on progress and procedure for renewal of the Humboldt County Tourism Business Improvement District. Recommended action: Receive report and provide direction.
 5. **Review December Financial Statement***

Recommended action: Receive report on December 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