

# AGENDA

# HLA Executive Committee

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

Time: **Thursday, August 9, 2018**  
**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. AGENDA APPROVAL: Approve/modify the following agenda
- III. ACTION ITEMS

**1. July Meeting Minutes\***

Recommended action: examine and then approve/modify the minutes of the meeting of July, 2018.

**2. HLA Bylaw Changes**

Recommended action: Receive staff report and review proposed changes to the HLA bylaws drafted by Civitas, if available. Plan HLA membership approval of bylaw changes. Discuss and direct staff.

**3. EHVB Administrative Agreement\***

Recommended action: Review and approve renewal of agreement with the Eureka-Humboldt Visitors Bureau for providing administrative services to the Humboldt Lodging Alliance.

**4. HLA Event Investment**

Recommended action: Discuss strategies for stimulating the creation, management and marketing of destination-driver events in the shoulder and off seasons. Establish an event budget, and direct staff accordingly.

**5. July Finances and 2018-19 Preliminary Budget\***

Recommended action: Review and approve report on HLA finances for July 31, 2018, and review and approve the preliminary HLA budget for fiscal year 2018-2019.

**6. Fall HLA Board Meeting**

Recommended action: Discuss and approve agenda for the Fall board meeting. Select the date and location for the meeting and direct staff accordingly.

**7. Old Business**

- Sequoia Park and Zoo grants; Zootini event

IV. DIRECTOR REPORTS

V. PUBLIC COMMENT PERIOD

Meeting adjourns