

AGENDA

HLA Executive Committee

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