

AGENDA

HLA Executive Committee

Location: **Humboldt County CVB Offices**
322 First Street, Eureka

Date: **Thursday, December 4, 2014**

Time: **1:00 pm to 3:00 pm**

SPECIAL MEETING NOTICE

1:05 pm Time Certain

Misfit Webinar

Digital & voice presentation by Matt Kolbert with his agency's brand recommendations (based on the presentation and feedback of November 19), initial creative ideas and suggested media and marketing strategies. With your feedback, Misfit will finalize its project with a full board presentation later this month. Recommended action: provide feedback to Mr. Kolbert for completion of his agency's project.