

Humboldt Lodging Alliance

Meeting of the Board of Directors
WEDNESDAY DECEMBER 16, 2020 10AM
Zoom Meeting

Members of the public are welcome to attend and address the HLA Board on any business item on this agenda. Non-agenda items may be addressed during the public comment period; speakers are limited to three minutes.

AGENDA

- I. Welcome and Introductions.**
- II. Agenda.** Approve/modify the following agenda for Wednesday, December 16, 2020.
- III. Board Minutes from July 29, 2020.** Requested action: Approve board meeting minutes.
- IV. Financial Statement.** Receive reports on HLA financials from June thru November 2020.
- V. Overview.** Chuck will provide a brief overview of HLA activity.
- VI. Report on the Board of Executive Committee actions.** Requested action: receive report, ask questions and provide direction as appropriate.
 - A. As of August 12, 2020, voted and approved a committee of Chris, Mike, and Chuck to update HLA Bylaws with CIVITAS.
 - B. As of August 12, 2020 voted and approved to suspend hotel advertising in response to hotels' high occupancy rates and COVID safety measures.
 - C. As of September 3, 2020 voted and approved to transfer \$81,000 from the AirBnB fund to cover a portion of the \$500,000 commitment from HLA to the construction of Redwood SkyWalk.
 - D. As of September 3, 2020 voted and approved to begin advertising the Standing Tall campaign after Labor Day.
 - E. On October 7, 2020 the Executive Committee reviewed the Standing Tall media performance summary provided by Misfits.
 - F. As of October 7, 2020 voted and approved to transfer \$211,000 of unrestricted funds into the HLA general fund. \$168,000 of the \$211,000 was moved to the Redwood Sky Walk fund and the remaining \$43,000 stayed in the HLA general fund.

- VII. **Bylaws.** As of December 2, 2020 the HLA Executive Committee voted and approved to move forward with updated HLA Bylaws. Requested action: Board of Directors will vote to approve updated HLA Bylaws.
- VIII. **HLA/HCVB Tourism Marketing Collaboration.** Update on possible partnership with HCVB and HLA on tourism marketing. Marc Rowly will provide an update.
- IX. **Standing Tall Campaign.** Chuck will provide an update on the Standing Tall campaign which will include a presentation of the online marketing strategy and a discussion of media plan performance.
- X. **HLA Website.** As of November 4, 2020 voted and approved to give Chuck the authority to research proposed HLA website updates. Chuck will give a brief report.
- XI. **Redwood Sky Walk.** Chris will provide an update on the Redwood Sky Walk construction progress.
- XII. **Northern Humboldt Board Member.** With the resignation of Donna Hufford, we currently do not have a Board Member representing Northern Humboldt. Requested action: discussion on possible candidates for Northern Humboldt Board Member.
- XIII. **Quarterly Meeting Date.** Requested action: approve next date for quarterly HLA Board Meeting.
- XIV. **Director Reports.** All HLA Directors are encouraged to report on relevant activities.
- XV. **Public Comment.** Members of the public may address the board on topics not included in the agenda.

Adjourn.