

**Minutes of the Executive Committee of the Humboldt Lodging Alliance meeting
Wednesday, April 9, 2014
Red Lion Hotel, Eureka, California**

Present: Lowell Daniels, Donna Hufford, Mike Caldwell, Chris Ambrosini, Raul Ainardi, John Porter, Tony Smithers

The meeting was called to order by Chris Ambrosini at 2:03 pm. Ambrosini began with a statement about a point of procedure for conducting the Executive Committee meetings, stating that non-committee members, including HLA board members, will be allowed to speak on each agenda item when it is opened to the public following committee discussion, and during the meeting's public comment period for non-agenda items.

The minutes of the March 2014 meeting were examined and approved as presented (Caldwell/Daniels/unanimous)

The April meeting agenda was approved (Daniels/Caldwell/unanimous) with the following change: Unfinished business will be moved to under "Action Items" on the agenda.

Under Action Items:

- 1) Unfinished business included a report on the Spring video shoot list developed by the sub-committee. Mike Caldwell suggested inclusion of a King Range mountain biking event to be held in June, and to include the Paradise Royale trail. Lowell Daniels agreed, reminding us that the video project is designed to market the whole county and that "Shelter Cove is a county jewel." A discussion ensued on what is included on the shoot list and what assets/businesses are identified. John Porter suggested addition of the Redwood Run and the Benbow Summer Arts & Music Festival to the shoot list. Staff was instructed to send an updated shoot list to the committee.
- 2) A motion was made and approved to add "Executive Committee Member Reports" to the end of each agenda (Hufford/Ainardi/unanimous).
- 3) The March, 2014 Financial Statement was presented and approved (Ainardi/Caldwell/unanimous). Furthermore, staff was requested to append the Community Funding and Opportunity Marketing Funding reports to each month's financial statement.
- 4) A presentation was given by Gregg Gardiner of 101 Guides about the products and services they offer to Humboldt's hospitality industry. He offered to come to lodging properties to train front desk staff on the visitor guides and dining guides, which are published twice a year, and spoke of his partnerships with the Visitors Bureau and with Humboldt Made. Specifically, he explained his new in-room binder customized for all participating lodging properties, at no cost (they are advertising supported). He shared copies of the publication and answered the committee's questions about this program. Staff was instructed to add this in-room publication to the next Executive Committee agenda.
- 5) A hiring committee for the HLA marketing position was appointed, consisting of Lowell Daniels, John Porter and Gary Stone. John Porter suggested that the draft job description be sent to John

Poimiroo for input, and staff recommended also asking for input from the marketing advisory committee. A motion was made and passed for staff to meet with the hiring committee to finalize the job description and salary (Ainardi/Caldwell/unanimous).

- 6) Planning for the upcoming HLA board meeting took place, with John Porter announcing a special room rate and package for board members who would like to stay the night. The committee declined to have a presentation by agency Cox-Rasmussen, preferring to wait for the new marketing staff to spearhead this. John Porter asked for a video update from Malcolm deSoto and Don Banducci. The committee approved having a presentation from photographer Gary Todoroff. Staff was asked to try and gather RSVPs from board members for this meeting.
- 7) Under Executive Director Reports:
 - a. Mike Caldwell followed up with his interaction at Bureau of Land Management regarding reciprocal website links, and had also initiated a similar conversation with John Gunther of California State Parks.
 - b. John Porter asked about upgrading the website tabs at www.redwoods.info to give better visibility to RV parks. He also mentioned his ideas about a “Humboldt Visitor Center” that could be HLA supported.
 - c. Raul Ainardi announced that he had given notice to Red Lion Hotels and would be leaving at the end of June, or sooner if a replacement GM appears.

With no further time, the meeting adjourned at 4:00 pm.

Respectfully submitted by Tony Smithers