

AGENDA

HLA Executive Committee

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

Time: **Wednesday, June 14, 2017**
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. MEETING MINUTES* Approve/comment on minutes of May meeting.
- III. AGENDA APPROVAL Approve/modify the following agenda
- IV. ACTION ITEMS
 1. **Humboldt Bay Trail***
Don Banducci, Hank Seeman and others will present on progress of the Humboldt Bay Trail, and will request HLA support for trail maintenance. Recommended action: Receive presentation, discuss and consider support.
 2. **Misfit Report***
Matt Kolbert from the Misfit Agency will give an update on the 2017 campaign and address other marketing opportunities. Recommended action: Receive update, discuss and provide direction.
 3. **Updating HCTBID Agreements***
Two operational agreements, the Agreement for Services with the County of Humboldt and the Administrative Agreement with the Eureka-Humboldt Visitors Bureau, will expire on June 30 and need to be renewed. Recommended action: review agreements, discuss changes, and direct staff.
 4. **Planning and Budgeting**
Recommended action: Discuss and design a process for budgeting the 2018 marketing campaign and for conducting long-term planning, given the 10-year term of the renewed HCTBID.
 5. **Review May Financial Statement***
Recommended action: Receive report on May finances including Community Tourism fund activities, and direct staff accordingly.
 6. **Ongoing Projects & Old Business**
 - a. HCTBID Renewal
 - b. 2017 Board Election
- V. DIRECTOR ANNOUNCEMENTS
- VI. PUBLIC COMMENT PERIOD
- VII. MEETING ADJOURNS